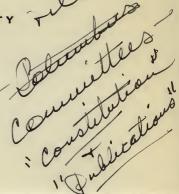
PURDUE UNIVERSITY

STATION WBAA LAFAYETTE, INDIANA

FEBRUARY 9, 1954



MR. GRAYDON AUSMUS Box 2002, UNIVERSITY OF ALABAMA UNIVERSITY, ALABAMA

DEAR GRAYDON:

I AM GLAD YOU HAVE TAKEN ME AT MY WORD ON THE "ROUGH ASSIGNMENT" DEAL. I WILL BE HAPPY TO TRY TO DO SOMETHING WITH THE TWO COMMITTEES YOU MENTION IN YOUR LETTER OF FEBRUARY I.

I AM BY THIS SAME MAIL NOTIFYING THE MEMBERS OF BOTH COMMITTEES AND SUGGESTING THAT WE TRY TO GET TOGETHER AT LEAST FOR AN HOUR OR SO AT COLUMBUS, IF POSSIBLE.

MEANWHILE, I AM WORKING DILIGENTLY TO LINE UP THE SPEAKER FOR THE NAEB LUNCHEON. I WILL MAKE THE OTHER NECESSARY ARRANGEMENTS, --TICKETS, MEALS, ETC., AS SOON AS I CAN GET THE SPEAKER LINED UP. SO FAR I HAVE HAD A TURNDOWN FROM MRS. OVETA CULP HOBBY AND MR. BEN R. DONALDSON OF THE FORD MOTOR COMPANY, WHO PRODUCED THE OMNIBUS FOR THE 50TH ANNIVERSARY FORD SHOW. BUT AFTER TALKING TO KEITH TYLER TODAY, I DECIDED TO GO AHEAD AND APPROACH THE FCC CHAIRMAN AND SENATOR BRICKER. I WILL KEEP YOU INFORMED IF I GET AN ANSWER FROM ONE OF THESE.

SINCERELY,

JAMES S. MILES, DIRECTOR, WBAA

JSM: GW

ausmus

February 9, 1954

Mr. James Miles, Chairman MAES Publications Countities Station Waka Purdus University Lafayette, Indiana

Dear Jims

This is essentially all an editorial job. Most urgent is probably the TV Committee Data, which I've been too covered up to take core of. This is all original stuff that I hope your Committee will be able to take over editing. In the case of Latham, Zukerman, Cumming, and Badler materials, there will be material (in some cases revised from what I first saw and criticised) yet to some.

Hull's material (survey) has been acknowledged. Some of the TV Committee stuff has been sent out, in this original form, but we haven't had the steff or time to get in shape. It will downtail with the Ausmus February 6 request, some of the questions of which it undowntedly answers.

Give me a ring if you have questions. Good luck. And let me know of any other ideas you may have.

All the best,

Harry J. Skornia Executive Director

HJSsma

Enclosed: "The works" (all above)
Forwarded by express.

NAMEB National Headquarters 14 Gregory Hall Urbana, Illinois

To: Publications Committee

Frank Schooley, Chairman Certrude Broderick
Philip Lewis
Edward Stasheff
Elmer Sulzer
Tracy Tyler

From: Harry J. Skornia

Date: August 7, 1959

Subject: Meeting needed.

Now that Mrs. McKenzie is back from vacation, I believe it is essential that she meet with you at the earliest possible dates.

Would you send me right away, if possible, dates, for the period within the next month, when you would not be available? We can then plan the time and place for such a meeting, possibly with Bill Harley and/or yours truly and/or Harold Hill in attendance with you. Please send carbons of your reply to your chairman, on behalf of whom I am getting this out to save delay.

One reason for a prompt decision: the need to know whether the <u>Journal</u> is to resume in October, become a quarterly, or what? If format is changed, new printer-publisher possibilities need to be investigated. Also to be decided: editorial functions, prerogatives, and relationships carrying over from the previous Journal arrangement.

An early reply would be appreciated. Since I shall myself be out of the office, Harold Hill, due to return Monday, is authorized to proceed to set this up as soon as practicable.

Best regards.

HJS:JO

CC: NAEB Board

Publications Comm - extra set

Gertrude Braderick Publications - Yes

A PRELIMINARY STUDY OF N.A.E.B. PERIODICALS Glenn G. Hanson and Theodore Peterson January 15, 1957 AIMS OF THE PUBLICATIONS: The publications of NAEB should seek to foster a spirit of group purpose and unity among the members of the association. They can achieve this purpose by providing a forum for the exchange of information and ideas by NAEB members, by keeping members up to date on the best practices in the educational use of radio and television. by providing them with sound information necessary for making the best use of their facilities, by delineating the potential of educational radio-TV in the current school crisis, by keeping them abreast of what others in this field are doing. This aim can best be achieved by sharply separating the functions of the journal and the newsletter. THE NEWSLETTER: 1. Editorial content. The newsletter should be, as the term suggests, primarily a news medium. Thus it should carry such things as news briefs about new stations and license applications, notes about personnel in their professional capacities, listings of current books and other bibliographic material apart from reviews, news of scholarships, coming conventions and workshops. awards, new program series, job openings, research in progress, and intra-association business matters. The items should be brief--in general, no more than a dozen lines to the item. The writing should be tight, and the contents should be departmentalized. To keep the newsletter brief and timely, it should not encroach on the editorial province of the journal. So that the newsletter will be brief and in editorial balance, we strongly recommend that the reports of headquarters personnel be held to a bare minimum. For instance, there is no great need for the newsletter to carry reports of the travels of headquarters personnel in line of their official duties. However, to keep members aware of the services which the headquarters personnel perform, the newsletter might devote an entire issue each six months or each year to their report to the membership. 2. Periodicity. It is difficult for a newsletter appearing once a month to be timely. We recommend that the newsletter be issued on alternate weeks. One reason is that the more frequent publication would enable it to convey news while it is news. A second is that it would sharply distinguish the newsletter from the journal and enable each medium to perform the functions for

which it is best suited.

3. Format. We strongly recommend that the newsletter be held to three mimeographed sheets or six pages of copy unless unusual circumstances warrant enlarging it; if letterpress is used for reproduction, four pages should be ample. The logotype of the publication should appear in color across the top two inches of the first page. To economize, a year's supply of sheets bearing the logotype could be printed at one time. We also suggest that magazine layout techniques be avoided, e.g., display type, decorative art work, etc.

We recommend cutting the size of the newsletter for the following reasons:

a. Readership probably will be increased by a shorter issue at more frequent intervals.

b. Members probably will feel that they have a closer tie with the association and are getting more for their money.

c. If the newsletter concentrates on news and leaves other areas to the journal, it necessarily will be shorter than in the past.

d. The change would save money while increasing the effectiveness of the medium. Apart from the lower production costs, an additional economy could be achieved by sending out the newsletter with other mailing pieces of the association whenever their mailing dates coincide.

We recommend dropping the full-page slick cover for these reasons:

a. The cover is expensive.

b. It has no material relationship (the quality of stock and the mimeographed method of reproduction) with the inside of the newsletter.

c. It is Amecessary if the newsletter is to perform its own special function as a concise, timely news vehicle.

THE JOURNAL:

1. Editorial content. The journal should contain editorial material of interest to persons who comprised both the former AERT and the NAEB before the merger; in a larger sense, the journal should be of interest to everyone interested in educational radio and television.

Typical content areas should include:

a, "Think" pieces which deal with basic problems and issues in educational radio-television. They should not be rehashes of the familiar, although a fresh approach to an old topic might be considered. There should be a strict taboo against articles in which sheer exhortation or idealization outbalances meaty fact and discussion.

b. How-to-do articles which report factually on

solutions of specific, common problems.

communities, stations, teachers, etc., have dealt with problems of common concern. For example, the case histories might cover ideas for new shows; how classroom teachers are designing programs for classroom use or are using existing programs in the classroom; establishing and supporting educational stations; establishing and conducting telecourses; policies of telecourses regarding enrolled and un-enrolled viewers; planning for and operating closed circuit systems; construction and remodeling radio and TV stations, transmitters, studios, etc.

d. Research should be the topic of at least one article in each issue, if the supply of manuscripts warrants. Research topics could cover audience measurement, effectiveness of instruction by radio-TV as compared with conventional methods, comparison of different approaches to a specific problem within the radio-TV media, and comparative costs. The editors may scout suitable manuscripts in this category by getting in touch with researchers whose work is listed in the progress reports in Journalism Quarterly,

Public Opinion Quarterly and similar journals.

e. Reviews should be a regular feature of the journal. While the neweletter should list current bibliographic references, the journal should give books the rough analytic treatment. Indeed, a book of wide significance to the field might well be the spring-board for a major feature article. The editor should actively seek review copies of books from the various publishers; by inviting reviews and distributing complimentary copies of the books, the editor can build goodwil among the members. Films and tapes might also be reviewed.

f. Personalities. Because the journal is not to be strictly a scholarly publication, it can justifiably capitalize on the reader's preference for reading about persons rather than things. Moreover, much of the success of educational radio-TV--in individual programs, in station management, in "selling" the station to the community—depends on personality. Therefore, articles dealing with individuals should be run whenever good ones are available. We do not mean biography as such. We do mean articles showing the accomplishments of an individual in his professional capacity; for example, providing clues as to why certain persons have had outstanding success as performers, managers, or promoters of educational radio-TV. Such articles should not merely rehash the sort of data which appear in Who's Who: they should probe the character of the person and illuminate it with anecdote, direct quotation and color detail. Another way to capitalize on personality is to run brief personality sketches with portraits of contributors.

g. Foreign scene. Periodically the journal should report developments and activities in educational radio-TV in foreign countries. Such articles could well be illustrated by photographs provided by the New York publicity offices maintained by most foreign governments.

h. Surveys of trends and developments. Articles of this sort could cover such things as the variety of telecourses,

budgets, salaries, organizational structure, accounting procedures, programming, etc. They could be developed best by editorial initiative. From reports of educational radio-TV operations, from informal questionnaires to be described later in detail, and from similar sources, the editor could get material not only for this feature but for regular articles.

i. Editorials. The editorial can contribute to the over-all personality of the magazine, can speak on issues in a way that other editorial content cannot, and can furnish a needed voice for this field. To be justified, however, editorials should be concise and vigorous and should grapple with current and vital issues and problems. Mere platitudes and pleasantries have no place in the editorial. The editorials should be judged by the same standards as the rest of the material in the magazine.

The editorial may be written by the editor or by other authorities in the field, or it may be an impersonal voice of the magazine.

The editorial can perform certain other magazine functions.

As a regular feature, it provides continuity from issue to issue.

It can make for change of pace by length and position,

J. Reader participation. Since magazine reading tends to be passive and one-way communication, the editor, by various devices, should encourage reader participation. For example, he can send informal questionnaires with leading questions to the entire mailing list to establish direct contact with the reader audience, to develop sources of contributions and to build goodwill for the magazine and the association. Above all, the questionnaires are an excellent way for the editor to keep in tune with his readers and to learn what their real problems and interests are.

The material so obtained can provide a continuing guide to reader interest. As the inventory of responses builds up, it can be a source of material for survey articles. It can provide copy for short features.

To keep the cost of the questionnaires negligible, they may be included as a page of the newsletter or as a separate piece in a regular NAEB mailing.

A column of letters from readers might furnish one type of reader participation. Indeed, such a column might be called "FLEDBACK." The letters column by no means should be a collection of compliments. It should include amplifications of articles, relevant criticisms of all types, human interest sidelights on the profession, and footnotes on current practices. Research indicates that such letters columns rank high in readership, especially if the editor replies to each contribution in print. However, the column must arise from genuine interest on the part of the audience. This is not to say that the column won't have to be carefully nurtured for a time. It is to say that the editor must not

permanently acrounge for contributions to fill it. While the column is being developed, the previously mentioned questionnaire may provide a source of contributions.

- 2. Lengths. To give the magazine the balance and change of pace which it needs, the editor should try to run about eight articles plus departments each issue. This schedule can best be accomplished if the magazine sticks rather closely to certain ranges of lengths for its articles. Case histories and articles making a single major point should run from 600 to 750 words. Major articles should run from 1,000 to 1,500 words; the preferred maximum should be about 1,200 words. On the rare occasions when articles exceed these lengths, their content must justify the space.
- 3. Pictures. A magazine dedicated in large part to education through visual means should make consistently effective use of pictures. Pictures in the journal may fall into three broad groups. First are those which vivify the article through their story-telling or human interest qualities. Second are those which amplify or explain the text—charts, diagrams, step by step portrayal of a procedure or technique, photos showing technical detail as opposed to human interest. Third are portraits of officers in the association and contributors to the magazine. Such pictures not only can create good will among the contributors but also can acquaint the readers with the officers and writers. However, the main emphasis should be on story-telling photographs selected for human interest; instructional pictures should be used whenever they make a positive addition to the value of the text.
- 4. Covers. For unity, the cover picture should be related closely to the editorial mission of the magazine. Because of its impact, the cover shot should be planned carefully. In most instances, it should be related to a major article in the issue. Only in exceptional instances does a portrait shot seem justified. The inside of the book should carry a short note about the cover picture. Research studies show that such features rank high in reader interest. The cover ordinarily should carry taglines referring to articles in the issue. Such taglines not only help to "sell" the contents of the issue but also are an additional element in cover design.
- 5. Editorial tone. Because within its specialty the audience of the magazine is heterogeneous and because the format itself bespeaks informality, the tone of the magazine should be light. In general, the magazine should not use footnotes in articles. To avoid the oracular tone so common to educational journals, the magazine should encourage its authors to write in the first person when the subject matter lends itself to such treatment; to illustrate generalities with specific examples, incidents and even anecdotes; to seek conciseness of style; and to talk to their readers rather than lecture to them.
 - 6. Titles and subtitles. Research studies indicate that titles

are exceedingly important in attracting readers to articles. Ordinarily titles should not be mere labels, nor should they be so general that they could be used over another article as well. They should be related to the content of the article, should be short (five or six words), and should be complete sentences or provocative phrases.

Major articles should carry subtitles of about two lines. Such subtitles perform several important functions. They can arouse the reader's interest in the article, they can amplify the title by furnishing further clues as to the content of the article, they can leave an impression on the person who merely flips the pages, and they afford an additional element in page layout.

- 7. Subheads. Subheads such as those used in the issues of November and December, 1956, should be continued. They sustain reader interest in the articles; they relieve the monotonous grayness of the pages.
- 8. Periodicity. After weighing the various alternatives, we recommend that the magazine be published eight times a year -- October through May.
- 9. Inventory. To achieve a desirable balance of content in each issue and from issue to issue, the editor needs a good backlog of manuscripts. No magazine can depend on unsolicited manuscripts. The editorial board and officers of the NAEB can be helpful in scouting manuscripts, but in soliciting articles they should make no commitments as to when the copy will appear in the publication; this decision must be made by the editor.
- 10. The Editor's Responsibilities and Duties. No magazine can function effectively without editors whose duties and responsibilities are clearly defined. As the history of magazines indicates, no magazine for long can be stronger than its editors.

There are two aspects to the editorship of the magazine.

1. The editor-in-chief is responsible for what goes into the magazine. He provides harmony within each issue and continuity from issue to issue; thus he establishes the editorial personality and policy of the magazine. He can do much for the long-term benefit of the magazine and association distinct from the printed page; for example, he can build goodwill through correspondence and through personal appearances at conventions, etc. Since he is responsible for the basic policy of the magazine, he should have a grasp of educational broadcasting, its problems and personnel. He need not be well versed in the techniques of magazine production. To do his job as he should, the editor-in-chief should have a good deal of autonomy. The editorial board should decide upon broad matters of policy, and the editor should be free to get the advice of the editorial board whenever he thinks he needs it.

But the editor should be solely responsible for the execution of board policy. He should be the judge of what goes into the magazine and how it is presented. He should accept or reject manuscripts on what he regards as their merits, not on the basis of association politics.

2. The managing editor is responsible for the production of the magazine. His duties include minor editing, caption and headline writing, style, preparing copy for the typesetter, makeup, typography, proofreading and relations with the printer. He should be an experienced magazine journalist but does not necessarily have to be an authority on educational broadcasting.

Ideally, these functions should be combined in one person on this magazine; given the budget of the magazine, however, it is not feasible.

Therefore, we recommend that the association hire the best managing editor possible with funds available. The journal currently needs an experienced, capable managing editor. It gets its low printing rate in part for three reasons. First, the printer uses help which would not meet the standards of a first-class printing organization. Second, he requires more printing knowledge and diligence from the editor than first-class printing houses do. Third, his beation makes lower prices possible at the expense of convenience to the editor. All of this means that part of the savings in printing must go to editorial help if the magazine is to maintain its standards.

Capable editors cost money. But in the long run, they are an economy, not a luxury.

Since we believe a good editor so important to the long-term success of the magazine, we have based our recommendations on prevailing salaries for competent, experienced editors. The median salary for editors of roughly comparable publications in 1951 was between \$400 and \$500 a month, according to a nationwide survey conducted by the International Council of Industrial Editors. A somewhat similar survey by J. K. Laeser in 1950 substantiates that figure. Therefore, the association should expect to pay in the neighborhood of \$100 a week for a fulltime editor. For partime work, the association should expect to pay proportionately what the editor would earn as a fulltime employee.

Obviously the association cannot afford a fulltime editor for the journal. Nor does it need one for the journal alone, although editing both the journal and the newsletter could be a fulltime job.

We further recommend that a capable managing editor assume some of the traditional responsibilities of the editor-in-chief:

l. The managing editor should plan the pace of each issue and handle the balance of content from issue to issue. The managing editor should also on the basis of his experience be free to question the manuscript recommendations of the editor-in-chief; since the journal is so limited in size, he should have the freedom

to sharpen the copy through editing so long as the author's intent is not lost. When making major revisions, he should consult the editor-in-chief.

- 2. Once a manuscript has been accepted, we recommend that the managing editor handle correspondence with the author; for example, he should make specific requests for pictures to illustrate the article and to clarify ambiguous writing in the copy. He also can supervise mailing complimentary copies to contributors with a personalized thank-you note and returning pictures with personal note to pave the way for continued contributions in the future.
- 3. The managing editor should build sources for pictures such as stock shots for the picture inventory, news photos, cover shots, etc.
- 4. The managing editor should make use of frequent questionnaires for mailing to association members; these questionnaires may suggest topics for reader discussion, may elicit items for survey articles, and may constitute an important method of gaining feedback for the magazine; such questionnaires may get a "free ride" with other association mailings to cut down on costs.
- 5. The managing editor should initiate articles from time to time to round out the content balance of the journal.

11. Salaries.

- a. Editor-in-chief. We assume that the editor-in-chief will serve without honorarium, especially since much of the burdensome detail of the magazine has been assigned to the role of the managing editor.
- b. Managing editor. After surveying the local labor market and studying editorial scales of small national magazines, we doubt that the association can hire the sort of managing editor it needs for less than \$100 a week. Since the magazine's editorial offices have been moved to Champaign-Urbana, we have had an opportunity to study the amount of time required to do a creditable job. The managing editor for the issues of October 1956 through January 1957 has required an average of one 40-hour week, and her duties have not included all of the details we recommend for the job. In view of the amount of work she has done, the \$50 fee has been unrealistically low. It would be impossible to find an experienced magazine editor to handle this job at this fate-weekept, perhaps, on an interim basis.

Since September the acting managing editor has handled the following duties:

Editing menuscripts with minor rewriting Writing for many pictures
Handling pertinent correspondence (1)

6 44

Writing "Who, What, When, Where" items from publicity releases
Writing titles, subheads, subtitles, picture captions, byline identifications
Reading galley proofs
Reading page proofs
Pasting dummy
Writing table of contents
Working with new format, typography style, covers, etc.
Ironing out the many problems arising from out-of-town printing in a shop that does not meet adequate professional standards
Occasional checking of article validity, queries to authors

We suggest a minimum managing editor's salary of \$100 to \$150 an issue on the basis of our recommendations for additional responsibilities in the job, salary scales and time required to do the work.

CIRCULATION:

- 1. Bulk sales. With some effort, the magazine could perhaps develop two sources of profitable bulk sales. One way would be to convince the national officers of Alpha Epsilon Rho, honorary organization for students in radio—TV, that it should give a subscription to its members. The national association could pay for these subscriptions from its own treasury or could add the cost to the membership fee. The Journalism Quarterly has had a similar arrangement with Kappa Tau Alpha, journalism honorary, for the past several years. Under this arrangement, the Quarterly does not carry news of Kappa Tau Alpha; the idea behind it is to acquaint students with a leading professional organ in their field. A second way of developing bulk sales would be to encourage teachers of radio—TV courses to order copies enough for students in their classes and to use the journal for supplementary reading.
- 2. Control of Complimentary Copies. Over a year, the magazine could save money by properly controlling distribution of complimentary copies. The editorial board should write a statement of policy regarding free copies, and the editor-in-chief should be responsible for strict adherence to this policy. We recommend that each contributor be given four copies of the issue in which his article appears. Should he desire additional copies of his article, he should either (a) order reprints or (b) order extra copies of the issue in advance at the standard rate, We also recommend that complimentary subscriptions be held to a bere minimum.
- 3. Promotion. Association headquarters should prepare a series of letters to (a) obtain renewals and (b) develop new circulation. The renewal effort should be made as consistently and methodically as thet of any commercial magazine. That is, the subscription list should be reviewed each month, and the proper mailing piece sent out; the first in the series of renewal letters should be mailed at least one month before expiration of membership.

In obtaining renewals and in developing new circulation, the association can use many of its non-magazine mailings so that the circulation effort can get a "free ride."

- 4. Reprints. As part of the acknowledgment when an article is scheduled for publication, the managing editor can notify the contributor of the cost of reprints. Wide distribution of reprints is good promotion for the magazine and enables it to reach a wider audience at no cost to itself. In addition, reprints furnish an additional source of revenue to the printer and so contribute to good relations between him and the magazine. Each reprint should carry a notice of copyright.
- 5. Mailing protection. When the budget allows, the magazine should consider adopting either an envelope or wrapper for protection in the mails. For a few extra cents a copy, the magazine can guarantee the larger investment in production by making sure that copies reach the readers in good condition.

CRITIQUE OF NAEB-PRODUCED ISSUES:

We are delighted with the improvement in the magazine, especially since production costs are roughly 40 per cent of what they were during 1955-56. The improvement results, we think, from the change to black ink, cleaner and more attractive typography, and more effective pacing and layout. A primary cause of this improvement no doubt is the centralization of editing and production.

However, we still see certain opportunities for further improvement:

- 1. The managing editor must keep a close check on the printer to assure a satisfactory quality of engraving. While there has been some improvement since the dreary plates of the October issue, continued improvement demands that the printer be prodded constantly.
- 2. The magazine should use a standard authority to achieve a consistent style. Suitable guides are the University of Chicago Press Stylebook and Skillin et al., Words into Type.
- 3. The editors should keep a close eye on editorial balance. The November issue was especially poor in balance, since it carried only four major articles. We suggest that the editorin-chief and editorial board note our recommendation for article lengths and try to have writers observe them.
- 4. We object to the non-functional subtitles on some two-page layouts (e.g., October issue, pp. 12-13). For our suggestions, see the attached layout.
 - 5. The magazine should carry slightly more expanded

copy consistently laid out about the cover picture. Research on the Saturday Evening Post indicates that such features rank extraordinarily high in readership. They also contribute to the unity of the magazine.

- 6. The editors should consider moving the feature "Who, What, When, Where" to the newsletter to capitalize on the news format of that bulletin and to free the magazine from dated news material.
- 7. Each issue of the publication should bear a copyright notice, whether or not the steps of copyright are completed. A magazine has a duty to protect the literary property of its contributors. Either of us will gladly advise the editors on proper copyright procedure.

Mr. William G. Harley

March 10, 1961

Dr. Walter B. Emery College of Communication Arts Nichigan State University East Lansing, Michigan

Dear Walter:

This is just a note to say how glad I am that you accepted the editorship of the <u>Journal</u>. I trust you'll be in Columbus and we can talk about future plans in person then.

In the meantime, the crying need is, as usual, for good articles. I have on hand, after the March-April issue, the following original articles:

- 1. Petry (WQED) Notes on Staging for Small Studios.
- 2. Niven (U. of Washington) TV as a Teaching Tool in Higher Education,
- 3. Young (grad student) Teaching of Modern Foreign Languages via CCTV.
- 4. Lawson (grad student) The Professor and the Commissions, by Bernard Schwartz: a Report.
- 5. Cummings (grad student) Analysis of Local TV Newscasts.
- 6. Brenninger Fresno State College TV Setup.
- 7. Brown (Loyola High School, L.A.) Dual Responsibility in TV.
- 8. Simpson (New York ETV project) on how to select the TV teacher.
- MacKenzie (Anaheim CCTV project) plea for professional stature in educational broadcasters.
- 10. Berkman (N.Y. Institute of Technology) A Survey of the Case for ITV. (He has an article <u>against</u> ITV in the March-April issue.)

Mr. Walter Emery, Page 2, March 10, 1961.

Then there are numerous possible "fillers" of speeches, reprints from other publications etc.

BUT THAT IS ALL THAT IS ON HAND AT THE MOMENT.

- I have a whole file full of letters wirtten during the last year or so which may or may not produce fruit. Several have been promised:
- 1. C. Walter Stone summary of accomplishments under Title VII.
- 2. Keith Engar article on their translator project.
- Robert R. Fiedler (radio pupil of WHA "Let's Draw" project, now asst. professor cfart) - article re his experiences and opinions as a radio pupil.
- 4. Glen Burch article summarizing the "Accent on Learning" report.
- 5. Bridget Rizzo a follow-up article on Iezzi's Telescuola articles.
- 6. Wanda Mitchell Evanston experiences (maybe, if she can find time).
- 7. Jacobs article on philosophy behind WFMT, Chicago.
- Dage TV article illustrating how a mobile modular system would be useful for ETV applications.
- 9. Bedwell (Marquette) summary of a radio availability study.
- Gilbert Seldes promised twice to do an article, but he may never find time.
- 11. Marion Corwell Henry Ford Museum's participation in ETV.
- 12. Schenkkan on Texas state-wide microwave CCTV.
- 13. Castell (U. of Oregon) "philosophical" type.
- 14. Martha Gable "After Experimentation, What" (Her suggestion that she write one, but she asked for more time).
- 15. Syd Cassyd article re some of "the dreams we had at the beginning of TV's advance."
- 16. Harold Marder On Chelsea project.

Mr. Walter Emery, Page 3, March 10, 1961.

- 17. Phyllis Ahern on Australian broadcasting.
- 18. William Belson a short version of "TV and the Press."
- Bette Herzog an article from KTCA-TV on a research project for Dept. of HEW.

I wanted to bring you up to date on where we stand. There are a number of other inquiries to people in process now, but no more <u>promises</u>. I'll try to keep you up to date on the happenings from this end. Please let me know of ideas and leads you have in mind—and I'll be glad to write the people involved (unless you know them well enough to put a little pressure on them, in which case perhaps you'd rather write them).

Again, I'd like to say that I'm happy to put your name on the masthead as editor.

Best regards,

(Mrs.) Betty McKenzie
Publications Editor

BMCK:gj

cc: Mr. William G. Harley Mr. Harold E. Hill

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 GREGORY HALL URBANA, ILLINOIS

Sent for the information of

Mr. William G. Harley

March 10, 1961

Dr. Tracy F. Tyler University of Minnesota 301 Johnston Hall Minneapolis 14, Minnesota

Dear Tracy:

Having just received notification that Walter Emery has accepted the <u>Journal</u> editorship, I wanted to take this opportunity to thank you for the help you have given me during my months with the NAEB. It has been a very pleasant relationship for me...and I hope, if you have any ideas for improvement or for articles for the <u>Journal</u>, that you will continue to send them along in the future.

Best regards,

(Mrs.) Betty McKenzie
Publications Editor

BMCK:gj

cc: Mr. William G. Harley Mr. Harold E. Hill Publications Committee 4 F./e

Minutes of Meeting, Saturday, May 11, 1957

Present - Stasheff, Broderick, Dunham, Grady, Tyler, Emeryl, and Schooley.

Absent - Hiller, Martin, and Sulzer

The Committee met for breakfast in Room 310, Dashler-Hilton Hotel, Columbus, Ohio, at 8 a.m., May 11, Breakfast was informal. After breakfast

Ohio, at 8 a.m., May 11. Breakfast was informal. After breakfast, Schooley served as chairman pro tem, pending arrival of Chairman Stasheff via delayed plane flight.

Note. Minutes are highlights of actions and greements, not necessarily listed in chronological order as might be case in formal minutes.

Committee approved changing title of magazine to NAEB JOURNAL, effective with the next volume. Committee was acting in dual capacity as Publica-tions Committee and Editorial Board for the JOURNAL. Motion was made by Broderick, seconded by Emery, and passed unanimously.

Committee agreed that in carrying out agreement with AERT, JOURNAL subtitle for the next year should be : "(Combined with AERT JOURNAL)". Suggestion for exact wording was made by Dunham, and unanimously approved.

Committee agreed that JOURNAL contents should be professional in character, and should be aimed toward emphasizing the teaching by radio and television, not teaching of radio and television. This is the special role of the NAEB JOURNAL, Just as it has been in the past. This is not now the primary or exclusive role of any other publication.

Committee suggested where appropriate a section on authors of articles. but not to detriment of publication, such as taking too much space.

Schooley agreed to do some promotion work for the JOURNAL through use of library and school lists. This he can do with allocation for promotion approved by NAEB Board sometime ago.

Committee members suggested occasional guest editorial in the JOURNAL. It was felt this not only would relieve Tyler from stress of regular contribs, but would also offer other points of views. This is a practice followed by some other professional journals.

It was noted that Tyler will be in Korea much of the summer, so in order to keep all, and especially Tyler, abreast of JOURNAL activities relating to articles, that copies of letters should always go to both Tyler and Schooley. Schooley advised the committee that he had NAEB Board authority to hire managing editor again, but that he was not sure he could retain the services of Dolores Merchant Hanson.

The committee voted to have the chairman or acting secretary send Mrs. Hanson a note of commendation and appreciation for her excellent work done on the publication during the past year.

It was agreed that Schooley or the Managing Editor would get up a page of general instructions relating to publication, especially those relating to article length, and use of pictures. Pictures are desirable for cover, and to accompany published articles.

The Committee also agreed to make every effort to inaugurate and keep going a "feed-back" column or page in the JOURNAL. This is in line with suggestion made by Hanson and Peterson in their study and recommendations for improvement of the JOURNAL. It was agreed that each editorial board member would be responsible for two such for each issue during the coming year. Responsibility means writing the "feed-back" letter, or getting someone else to write it.

The committee formally approved in principle, and in effect, adopted in principle for guidance in future publication of the NAEB JOURNAL recommendations and suggestions made by Hanson and Peterson. It was agreed that actual practice, in some cases, would be delayed for further development of the magazine itself, and upon attaining of additional subscriptions.

Much of the Committee meeting was spent in considering desirable articles and authors for the coming year, and in agreeing upon which committee would be responsible.

EMERY (responsible) for inviting Dr. Swanson, departing superintendent of School, Oklahoma City, Oklahoma, to contribute article on his ideas and observations of ETV in Oklahoma City schools. (P.S. Emery has already acted. 6-19-57)

DUNHAM - Rex Lambert of possible collation of radio and TV by the CBC.

DUNHAM - Teacher College Workshop, perhaps Lewis.

EMERY - ETV scientific areas. (EMERY has started exploration).

STASHEFF - cn-going research activities.

STASHEFF - Writing projects; McCune.

SCHOOLEY - George Johnson on his regional III talk.

SCHOOLEY - Masters on Georgia's Center.

SCHOOLEY - ETRC (he has it).

SCHOOLEY - JCET, if and when good idea comes along.

SCHOOLEY - Hurlbert on Alabama's program; selected area.

SCHOOLEY - architectural, perhaps Francis G. Cornell.

STASHEFF - Reply to Engar, an article, not a fight-starter.

STASHEFF - Ethel Tinscher, Denby HS, Detroit.

STASHEFF - Or, Ronald Dawson (sp?), Ann Arbor.

STASHEFF - Simple lighting needs for vidicon.

HELP HELP -- Qualifications for good teachers via radio-TV.

SCHOOLEY - Les Greenalal or others, on TV receiver placements.

HELP HELP -- Planning an HS R-TV Workshop.

STASHEFF - Inventory of Closed Circuit, 1957-58. Review.

HELP HELP - TV effects on the Library.

HELP HELP - TV Effects on the pre-school child, or conjecture.

SCHOOLEY - Something from Kumata.

SCHOOLEY - Something from Tettemer, St. Louise.

SCHOOLEY - Something from Keith Nighbert.

SCHOOLEY - Some SREB soul on SREB plans utilizing ETV.

CC: Board of Directors FES/ 6-19-57

Edward Stasheff, Chairman Leo Martin Gertrude Broderick Franklin Dunham Ola Hiller Elmer Sulzer Rev. Fr. 4, F. Grady Tracy F. Tyler Walter Emery

Publications Committee

Lady and Gentlemen:

Chairman Ed Stasheff has agreed that I'll write this letter on his behalf, and on behalf of the committee and NAEB.

We are anxious to hold a meeting of this committee at the time of Keith Tyler's Institute, dates of which are May 7-ll.

For those who can attend and for whom expenses are not being paid by others, NAEB will pay each the sum of \$25 toward travel and lodging expenses, providing of course that you participate in the meeting. This offer is made for this meeting only, and only for this committee.

In order to set up time and place, Chairman Ed (and I as his secretary) would ask your help in indicating when it is possible for you to attend. Quite frankly, Stasheff and Schooley have a preference for Saturday, but we'll abide by the majority. So, please indicate preferences 1, 2, and 3, on days below (and return one copy to ME):

Tuesday, May 7	Machine Market Commission (Market Condition
Wednesday, May 8	
Thursday, May 9	
Friday, May 10	
Saturday, May 11	

Regards.

Frank E. Schooley

Frank E. Schooley 227 Gregory Hall Urbana, Illinois 4-1-57 cc: Paulu and Skornia Publications Committee File

mh = s

Minutes of Meeting, Thursday, October 30, 1957

Present: Broderick, Dunham, Fr. Grady, Schooley, Sulzer and Stasheff Absent: Emery, Hiller, Martin and Tyler

The Committee met at 4 p.m. at the Statler-Hilton Hotel in St. Louis. in connection with the NAEB Convention.

The Chairman opened the meeting and called upon Schooley for two important announcements: (a) that the first issue of the year was off the presses and on its way to subscribers, and (b) that the new Managing Editor of the Journal would be Richard A. Atwood.

Schooley also suggested the inclusion of the NAEB FACT SHEETS (Research) as a center-spread insert in the Journal, thus giving members of the NAEB two services in one. The Committee approved.

Stasheff submitted to the Committee a high school course of study in Radio and Television Speech, which was being offered to the Committee for publication by the Michigan Speech Association, for whom it had originally been prepared. After some discussion, it was agreed that the material would be of value to the non-college members, and that it should be published in some form. Schooley suggested that it be run serially in the five issues between January and June, so that any subscriber could save the five issues, extract the course of study, and rebind it himself as a pamphlet, if he so wished. It was also suggested that the printer be asked to hold the type so that after the final installment had appeared, the entire manuscript could be reprinted as a pamphlet, to sell to high school and junior high school teachers throughout the nation, probably at a price of \$1.00. These suggestions were unanimously approved.

Page 2

Minutes of NAEB Publications Committee Meeting October 30, 1957

Schooley requested members of the Committee to procure other types of material, particularly articles on radio, book reviews, and a bibliography of materials in radio and TV for the past year.

Sulzer suggested that the Committee investigate the possibility of providing for the membership a binder in which copies of the <u>Journal</u> might be kept permanently. He thought that a price of about one dollar, with a possible additional charge of 25¢ for imprinting the name of the <u>Journal</u> on the cover would meet with general approval.

Dunham described the type of spring binder used at the U.S. Office of Education, and offered to investigate manufacturers and secure estimates.

There was a brief discussion of policy in regard to Book Reviewers, and it was agreed that the names of suitable paper would be sent to Father Grady, who would assume the responsibility for keeping a file of reviewers to whom books might be sent for review. Schooley offered to send a circular letter to the membership, requesting members to submit names of people they thought ready, able and willing.

Sulzer opened the question of the style and content of the NAEB

Newsletter. He expressed the opinion that it should be less chatty
and personal, and more in the professional style of the NAEB's
own Engineering Newsletter, or the NARTB Newsletter, or even of

TV Digest. After considerable discussion, it was found that there
was considerable agreement among the Committee members present, and
Schooley was delegated to transmit the feeling of the Committee to
the Board of Directors.

Meeting adjourned at 5:30 p.m.

12-4-57

NAEB PUBLICATIONS COMMITTEE
William Bender
Mrs. Gertrude Broderick
Franklin Dunham
Elmer G. Sulzer

February 19, 1958 Tracy F. Tyler Rev. Fr. R. F. Grady, S.J. Edward Stasheff

Lady and Gentlemen:

In lieu of a meeting, I'm writing a few thoughts on the work of the Publications Committee, for your reactions and your help.

Frankly, I've been unhappy about last couple issues of the Journal. They should have been better.

On the other hand, I think we have strengthened with the Stasheff-Willis-Tincher series, which we'll republish as handbook in June. I believe the Fact Sheets will add stature to the magazine. There'll be eight in each of the next two issues.

We've been short on some good articles. And short on pictures. I think this is especially true as regards radio. I've cried, and I've failed to secure help from a couple of areas. I'll keep trying.

Ed Stasheff has suggestion for inclusion of Technica' Tips. This feature right also add to service of the <u>Journal</u>. I'll rite Ed on this topic.

Now some thoughts about the future, for your reactions, too.

The February issue, at printer, will be on NAEB. I think it will be useful, but I also have in mind, perhaps the first edition next fall, an issue that will give an over-all picture of educational broadcasting. Maybe it should include closed-circuit TV, too? My idea is to include two or three maps, perhaps one showing ETV station coverage, another radio ed coverage in the US. Any ideas, welcome.

It wink we should strengthen the Journal with more book reviews. Father Grady has offered to help with books. How about each member of the committee offering to serve as a reviewer, or provide us with the name of a person who will review books for the Journa! when asked? How about it?

How to increase Journal circulation is another problem.

I'm not unmindful of some problems with the NAEB NEWSLETTER, but operationally it doesn't bother me as much. Headquarters staff agrees with belief in tighter editing, but there'll be editorial change there shortly, so immediate future poses a different type of problem.

One other Journal idea, we've aimed at articles in length between 1200 and 1500. Unless you object, I'm raising the maximum to 2000. I think this will increase chances of getting some better articles.

Any suggestions, any articles, any pictures will help. Help. Help.

Chairman

To: Publications Committee (1959)

From: Frank E. Schooley, Chairman

Re: Operations.

1. President-elect Bill Harley will name those listed below.

I assume and trust all will be willing to serve.

2. If you have suggestions for additional names, please let me know pronto.

3. I should like to initiate system which will provide for more editorial judgment on JOURNAL contents, if you'll agree and help,

My idea is to get reaction of committee members on articles submitted for publication. This procedure will be used when time permits. It would be by-passed where time is of the essence. I'd check articles with one or two committee members. Where time locsn't permit, I'd use my best judgment (often check with Skornia and Stillwell) as I have in the past.

4. We still need articles on radio. I have asked Burton Paulu to write one on some aspect of use of radio in Europe, or some spect in Europe. We have an article that Tracy Tyler solicited from Harold Engel on the oldest station.

- 5. We need good pictures badly. We often come up to press time without really good pictures. Pictures with article are always helpful.
- 6. By this memo, Phil Lewis is hereby requested to start his monthly contribution along lines he and Stasheff and Schooley have had correspondence.
- 7. Each and everyone is requested to suggest articles, solicit them. Please keep me advised.
- 8. I think we should also improve the JCURNAL with book reviews. We've said this before, but I find it difficult to come up with them on a regular basis. We'll run if we can get them. Suggestions?
- 9. Shortly I'll issue memo on who now gets JOURNAL. List continues to grow, and acceptance of publication continues to improve NAEB prestige. That's good, but I would like to make it better yet.
- 10. Copy deadline is 35 days ahead of issue. (Nov. 25 for January issue).

FES
12-17-58
TO: Tracy F. Tyler
Gertrude Broderick
Elmer Sulzer
Eddie Stasheff
Philip Lewis
cc -MAEB Board

BOARD OF EDUCATION

City of Chicago
228 NORTH LASALLE STREET
Chicago 1, Illinois
Telephone DEarborn 2-7800

PHILIP LEWIS
Director
Bureau of Instruction Materials

August 10, 1959



Dr. Harry J. Skornia Executive Director NAED 11: Gregory Hall Urbana, Illinois

Dear Harry:

In reply to your letter of August 7, 1959 concerning concerning a get-together of the publications committee, I am supplying the dates for the next month during which I will not be available: Commencing August 15 as an open date, I have commitments only on the 20th that would prevent my attendance. In September through the 16th of the month, I must be in the City on the 2, 3, and 15.

It will be good to see and meet with the group.

Cordially yours,

Phillip Le

Bureau of Instruction Materials

PL: jn

cc: Mr. Frank E. Schooley COPY FOR

UNIVERSITY OF MINNESOTA

THEODERIC CITIES	
To Mr. Frenk B. Schooley From Tracy F. Tyler Date June 5, 1958 Approved For your information For your attention, please Please reply in President's behalf with copy to President's office Please note and return Please see me For your comment or recommendation, please	COMMENT OR REPLY Although the NAEB JOURNAL does not now include ads, the attached suggested forms for rate cards sent to us by the Educational Press Association might be of some interest to you.

Letter suffixes will indicate that only some minor features have been changed, which can be emphasized by underlines, bold face type, or a second color.

Footline

13. Print in one line across bottom of card, "Standard Form of Rate Card recommended by the American Association of Advertising Agencies, Inc."

Suggested Terminology for Business Publication Rate Cards

14. The model Rate Card for Business Publications and the Directions for Preparing such a form are not intended to suggest policies and practices. They relate only to the type of information agencies and advertisers need from publishers and the uniform arrangement of such data.

Certain recommended wordings have been developed by Associated Business Publications and are available to publishers. Uniform wording helps agencies and advertisers by making for clear understanding of publishers' practices. AAAA expresses no view as to the substance of any particular recommendations, but suggests only that publishers consider using recommended uniform wording wherever it accurately reflects their own individual policy.

Directions for Preparing Standard Form of Rate Card

for

Business Publications

Recommended by the
American Association
of Advertising Agencies, Inc.
420 Lexington Avenue • New York 17, N.Y.

Revised 1957

Since the early days of the A.A.A.A., publishers have been following our recommendations for standard forms of rate cards. These recommendations were first drawn up in 1919, revised in 1928 and 1954, and are now revised again, to meet changed conditions.

The Recommended Standard Form is adaptable to all types of publications.

GENERAL DIRECTIONS

Arrangement of Information

- First, group your rate-card information under the sections shown on the sample cards.
 - Include each of the sections. Keep the same order, and do not combine or omit sections.
- Repeat information, if necessary, in different sections; or give a cross-reference to the item number where the information is first stated.
- 3. Describe each item clearly. For example, under 13 (d), print "Depth of column 121% inches," rather than "121% inches."

Specifications for Printing

- 4. The card should measure 6 x 3½ inches to facilitate filing.
- 5. 120 pound Bristol Board is recommended.
- 6. Use black ink and at least 6 point type for clarity and readability.
- Arrange information in two columns reading from the top to the bottom of the card. Or, if you prefer, in two columns within horizontal rules.
- 8. The rate card may be single or multiple paged. (See model cards).

In printing a double card, leave a strip of blank space on the reverse side where the fold occurs. The fold should occur at the bottom of the card.

Print card so that it "tumbles" — that is, when it is turned over, top to bottom, the reading is continuous.

Index Line at Top of Card

- Center the publication name on the index line. Logotype of name may be used; also, insignia of media associations and auditing organizations.
- At the far left, show the frequency of issue, name of publishing company, the address and the telephone number of the publication.

Numbering of Rate Cards

- In the upper right corner, show the number, the issue date and the effective date of the rate card.
- 12. Number successive rate cards consecutively. A card showing a change in only one or two items, however, may be indicated by using the number of the last rate card plus a letter suffix (for example: 5a).

When this scheme is used, each whole number will represent a rate card substantially different from the previous card.

MAILING INSTRUCTIONS

- a. Special instructions.
- b. Address to which printing materials should be sent.

1-PERSONNEL

a. Names of owners and chief executives.

2-REPRESENTATIVES

 Names, addresses and telephone numbers of advertising representatives.

3-COMMISSION AND CASH DISCOUNT

- a. Agency commission.
- b. Cash discount.
- c. Date bills rendered and discount date.

4-GENERAL

- a. Regulations covering acceptance of advertising.
- Policy regarding advertising which simulates editorial content.
- c. Short rate and rebate information.
- d. Rate protection policy.
- e. Rate definition policy.

5-GENERAL ADVERTISING RATES

- a. Black and white rates for standard space units. Bulk and/or frequency discounts.
- b. Rates for combinations, if any.

6-COVERS

a. Rates for covers.

7-INSERTS

- a. Insert specifications and costs.
- b. Back-up and handling charges.

8-SPECIAL POSITIONS

- a. Rates for preferred positions other than covers.
- b. Position restrictions, if any.

9-COLOR

- a. Rates for color and colors offered.
- \boldsymbol{b} . Rates for special inks.

10-BLEED

- a. Rates for bleed and oversized plates.
- b. Other specifications.

11-CLASSIFIED, READING NOTICES, SPLIT RUNS, ETC.

- a. Classified advertising rates, if accepted.
- b. Special mail order and book advertising rates, if offered.
- c. Split run information and rates.
- d. Reading notice rates, if accepted.
- e. Book advertising rates, if accepted.

12-CONTRACT AND COPY REGULATIONS

a. Regulations not stated elsewhere in rate card.

13-MECHANICAL REQUIREMENTS

a. Publication trim size.

- b. Standard unit sizes in inches: Width-Depth. Page (including covers). Fractional pages (list sizes).
- Center spread. c. Width of column and double column width.
- d. Depth of column (inches or lines).
- e. Number of columns and total lines to page.
- f. Minimum depth requirements.
- g. Screen required.
- h. Kind of printing, e.g. letterpress or offset.
- i. Requirements as to originals, mats, electros.
- j. Method of binding.
- k. Other mechanical information such as paper stock, plate storage and production charges.

14-ISSUANCE AND CLOSING DATES

- a. Date in distribution in relation to cover date.
- b. Closing dates for orders.
- c. Closing dates for mechanical material.
- d. Cancellation dates.

15-CIRCULATION INFORMATION

- a. Audit organization affiliation. If none, state whether mailed 2nd, 3rd or 4th class.
- b. General character of medium. Society or group sponsorship, if any.
- c. Locality of circulation.

16-MISCELLANEOUS

- a. Subscription price; single copy price.
- b. Year established.
- c. Other media of same owners.
- d. Other information not listed elsewhere.

(Standard Form of Rate Card recommended by the American Association of Advertising Agencies, Inc.)

Frequency of Issue Published by Address Telephone Number

NAME OF BUSINESS PUBLICATION

Rate Card Number Issue Date Effective Date

MAILING INSTRUCTIONS

a. Special instructions.b. Address to which printing materials should be

1-PERSONNEL

a. Names of owners and chief executives.

2-REPRESENTATIVES

Names, addresses and telephone numbers of advertising representatives.

3-COMMISSION AND CASH DISCOUNT

a. Agency commission.b. Cash discount.

c. Date bills rendered and discount date.

4-GENERAL

a. Regulations covering acceptance of advertising.

b. Policy regarding advertising which simulates editorial content.
c. Short rate and rebate information.
d. Rate protection policy.
e. Rate definition policy.

5-GENERAL ADVERTISING RATES

a. Black and white rates for standard space units. Bulk and/or frequency discounts.

b. Rates for combinations, if any.

6-COVERS a. Rates for covers.

7-INSERTS

a. Insert specifications and costs.b. Back-up and handling charges.

8-SPECIAL POSITIONS

a. Rates for preferred positions other than

covers. b. Position restrictions, if any.

9-COLOR

a. Rates for color and colors offered.b. Rates for special inks.

a. Rates for bleed and oversized plates.

b. Other specifications.

11-CLASSIFIED, READING NOTICES, SPLIT RUNS, ETC.

a. Classified advertising rates, if accepted.

Special mail order and book advertising rates, if offered.

c. Split run information and rates. d. Reading notice rates, if accepted.

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i. Requirements as to originals, mats, electros.
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a. Date in distribution in relation to cover date.

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c. Closing dates for mechanical material.
d. Cancellation dates.

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Society or group sponsorship, if any.
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Page (including covers).
Fractional pages (list sizes).
Center spread.
c. Width of column and double column width.
d. Depth of column (inches or lines).
e. Number of columns and total lines to page.
f. Minimum depth requirements.
s. Screen required.

g. Screen required.
h. Kind of printing, e.g. letterpress or offset.

16-MISCELLANEOUS

a. Subscription price; single copy price.

b. Year established.c. Other media of same owners.

d. Other information not listed elsewhere.

(Standard Form of Rate Card recommended by the American Association of Advertising Agencies, Inc.)

UNIVERSITY OF MINNESOTA SEOUL NATIONAL UNIVERSITY OF KOREA COOPERATIVE PROJECT MINNEAPOLIS 14

OFFICE OF THE CAMPUS COORDINATOR

August 10, 1959

Dr. Harry J. Skornia NAEB 14 Gregory Hall Urbana, Illinois

Dear Harry:

This is in reply to your circular letter of August 7, 1959.

The only dates when I could not attend a meeting in Urbana or elsewhere are as follows:

August 18 (have an appointment for a physical, but this could be changed, if necessary)

August 26-28 (have to be in Washington for conferences with ICA)

September 4-7 (spending this week-end at a resort in Northern Minnesota with my family)

Am I correct in assuming that NAEB will pay for the travel and subsistence costs incurred in connection with this meeting?

With all good wishes, I am,

Sincerely,

Tracy F. Tyler

Professor and Coordinator

cc Mr. Schooley

NAEB HEADQUARTERS 11: Gregory Hall Urbana, Illinois

MEMORANDUM

TO: NAEB Publications Committee (Schooley, Broderick, Lewis, Stasheff,

Sulzer, Tyler)

FROM: Harold E. Hill

DATE: August 14, 1959

The meeting of the Publications Committee will be held on Monday, August 24, 1959, at the Illini Center, 20th floor of the LeSalle Hotel, Chicago.

We have heard from all members of the committee (except Stasheff) and all have indicated they can attend on that date. An early meeting is imperative (as Skornia pointed out in his memo of August 7) because the deadline for the October issue of the <u>Journal</u> is September 10.

The NAEB will reimburse you for expenses of this meeting, and travel is no longer tax exempt, so pay the tax on your transportation.

The meeting will begin at 11:00 a.m., CDT, and adjourn by 5:00 p.m.

NAEB President Bill Harley will be in attendance as will either Skornia or Hill, and, of course, Editor McKenzie.

HEH: JO

CC: William Harley Betty McKenzie

NAEB Headquarters

14 Gregory Hall Urbana, Illinois

MEMO

To: NAEB Publications Committee (Frank Schooley, Gertrude Broderick, Philip Lewis, Ed Stasheff, Elmer Sulzer, Tracy Tyler)

From: Betty McKenzie

Date: August 27, 1959

As I understand them, these are the decisions reached at the meeting on August 24. If anyone understood otherwise, please let me know.

JOURNAL - There will be issues in October, November, December, 1959. Beginning in 1960 there will be six issues per year, published on alternate months: January, March, May, July, September, November.

When possible, there will be a photo on the cover. Contents on back cover.

Beginning in 1960, fact sheets will be on colored paper. (The fact sheet brings to mind a problem in stitching - the fact sheets would not be easily removable for filing if Journal is other than saddle-stitched, to which some of you objected at the meeting.)

Beginning in 1960, I will experiment with interior format - and wait for reactions.

Publications Committee will help solicit articles, pictures, etc. (Please ask for articles 1500 words or less, photos the author has or suggestions as to where photos might be obtained, plus biographical notes on author.)

EDITORIAL BOARD - Schooley and McKenzie will get together and send to Committee a list of possible areas for representatives on Board. Committee members will suggest names.

QUESTIONNAIRE - Schooley and McKenzie will prepare a possible questiomaire to be presented at convention. Committee members to make suggestions and return pronto so we can have prepared for convention.

NEWSLETTER - No pictures.

Basic Newsletter to be four pages - plus inserts for directory changes and placement supplement.

News items to be up front. Will try to keep promotional stories to a minimum. President and executive director to be limited to back page on alternate months. If this space is not filled by him, editor will use for more news items or promotional material.

Will investigate further the possibilities of having printed offset - with two colors on gover side.

It will take a while to work out some of the changes, so please bear with me.

The September issue of the Newsletter (which was at the printer while we were meeting) will be for some members of the committee a typical how-not-to-do-it issue, because it has twelve pages, two photos, three by-line columns, promotional material on a radio network production and on the convention, plus a number of items which were interesting to me but may not be "news" in the strict sense.

As a result of the meeting, I think I have a better idea of where the dividing line between Journal and Newsletter is--and that is a "must." I enjoyed meeting all of you, and thanks for your time and help.

BMCK/dp

cc: William Harley Harold Hill Harry J. Skornia

Tublications Committee The Florida State Huiversity Callahusses 205 History September 28, 1959 Dr. Harry J. Skornia Executive Director 14 Gregory Hell Urbana, Ill. Deer Harry: Your fire memo in the recent "Newsletter," stemming from Cahier dietudes was a joy. This is a matter which I stress with all my classes having to do with announcing techniques, and with productions of semi-documentaries and documentaries. You might be interested to know that early in the occupation of Japan, when I was working with the Japanese broadcasters, there were many letters from Japanese listeners asking if broadcasts could not be suspended after certain types of news and semi-docmentary presentations so that they (the listeners) might have time to "reflect." Do you suppose that inherent in basic bhuddist phil-ospphy there is this attitude toward "reflection" (or silence) which carries over into the daily lives of the orientals? Perhaps the business of being frightened with ourselves and our fast-moving world has led us to this horrible place in time where we are fright-ened of the kind of loneliness that comes with occasional alone-ness. Your article gives me the excuse to emphasize this in my classes once more. Please accept my personal "Thank you," on behalf of all of us who try to put some "content" into the "professionalism" of I am enjoying Florida State and the wonderful outgoing southern hospitality which I have received. My position is one of being looked to for he adership in firming up the offerings in the interdivisional major in radio-television. I am consulted and am expected to firm up a graduate-level program. The satisfactions of teaching are mine. Although these may often be less challenging than management and administrative responsibilities, they are satisfactory. I have an advence in salary and academic rank over ay previous situation and the fun of a predicatable work day. Kindest regards. Bernarr Cooper, Assoc. Prof.

INDIANA UNIVERSITY
BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE

January 21, 1960

Mr. Harry J. Skornia President National Association of Educational Broadcasters 14 Gregory Hall Urbana, Illinois

Dear Harry:

Regarding my willingness to serve on the Publications Committee-yes.

7/10

Elmer G. Sulzer, Director Radio and Television Communications

EGS:mm

WALTER B EMERY 437 ROSEWOOD AVENUE EAST LANTING MICHIGAN COMMUNICATIONS LAW EDIGENOIS 2-7864 Japaney Lt. 1960 Mr. Barry J. Prorrie, Specifical Various! Association of Associations! REPRESENTATE . to oregons dail Orbane, Illinois congretulations on the new titles 18th good to make you so you now promisent. You have my very best signed, while will consider to gree make good Landyroulps A STALL OF KLAS TO SERVE AS A PERSON OF the reprinciples equalibre one has completely numericates. It will be pleasent to work ofto my old and good friends Frank Sourcely and the miles. I would be giad to sorte as "liquorary. marror" as you have enquered. If I sould be of any help to you and serily along this tips I would be more time tarner to do no. modernal, best on any job, and register such retter. I don't resonant the particular appe of equestion a had. If you debide to have one, please overally with DE PLYST. wood lunk in your new sestimaters and give my been to your lovely family. I hope on our nave you and your children whatting a to us again abon-When you plan to door back this way, be mure to lake on know no you can be our name quests mosto-SINGSTRIFE Walley St. Lory .

-(1)-

UNIVERSITY OF MINNESOTA
SEOUL NATIONAL UNIVERSITY OF KOREA COOPERATIVE PROJECT
MINNEAPOLIS 14

Publications

OFFICE OF THE CAMPUS COORDINATOR

January 22, 1960

RECEIVED NAEB HEADQUARTERS

JAN 25 1960

7₁8₁9₁10₁11₁12₁1₁2₁8₁4₁5₁6

Dr. Harry J. Skornia President NAEB 14 Gregory Hall Urbana, Illinois

Dear Harry:

Thanks for your memo of January 19, 1960. I will be only too happy to continue as a member of the Publications Committee under the Chairmanship of Frank Schooley.

I feel, about the proposal for a rotating editorship, that two slightly better alternatives might be: (1) continue, as in the past, with a permanent editor and make space for a guest editorial whenever the permanent Editor was able to solicit a satisfactory editorial. This guest editorial would be in addition to the regular editorial. (2) have a permanent editor as in (1) but invite members to submit editorials and, from time to time, use the Editor's space for one which was felt to be both timely and of high quality.

May I take this, my first opportunity, to congratulate you upon your election as the first full-time salaried President of NAEB! You truly deserved this honor and I am sure you will fill the post with high distinction.

With all good wishes to you and your staff, I am,

Sincerely,

Tracy F. Tyler Professor and Coordinator

cc Frank Schooley

Lichteration. RDARD OF EDUCATION AN POST DALLE STREET Chicago S, Minni Distance Street, &creek Mr. Harry & Morris, President. Sectional Association of Streethous Squateseters 15 Swagney Ball Debuth, Siliunia DEAT BATTY! These yes for twenting or to continue as a major of the Publications Committee. I im cortainly utiling to do blice and an deligated to previous Frank Schooling 5172 additions es theirest. I appropriate, too, your five commits consenter the column It is a real server of entirisings to have this from your PEALIN Agelo. To reptor Darway of Destroyates Scherials.

UNIVERSITY OF MINNESOTA SEOUL NATIONAL UNIVERSITY OF KOREA COOPERATIVE PROJECT MINNEAPOLIS 14

OFFICE OF THE CAMPUS COORDINATOR

January 22, 1960

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With all good wishes to you and your staff, I am,

Sincerely,

Tracy F. Tyler Professor and Coordinator

cc Frank Schooley

MAR 9 2 W AN ES

WILL & WILL

Mrs. Betty McKenzie National Association of Educational Broadcasters Li Gregory Hall Urbana, Illinois

Dear Betty:

Just a brief note to congratulate you upon the current NAEB JOURNAL. From many points of view, it is in my opinion one of our best issues.

Sincerely yours,

Elmer G. Sulzer, Director Radio and Television Communications

EGS:mm

cc: F. Schooley

Mrs. Retty McKenzie MAND JOURNAL 119 Gregory Hall

Dear Betty:

In reviewing the JOWNAL at our meeting in San Prancisco, the Publications Committee concluded that the real value of editorials in the JOWNAL has passed, and that, effective with the Jamuary, 1961, issue the editorials should be discontinued. We are not unmindful of the many contributions made by Tracy Tyler and others over the years, but we believe it would be good to discontinue the editorials.

while we recognize certain economic factors, it was the Committee recommendation that the other present policies of the JOURNAL be continued, providing the Directors feel that small "coverage" in costs can be stood by the association.

Sincerely,

Frank E. Schooley Chairman Publications Committee

FESID

ee: Bill Harley
Herry Stormie
Treey Tyler
Gertrude Broderick
Elmer Sulser
Thil Levis
Hodie Stasheff

Analysis of Subliceller confront (notice

Neweletter - Inc cart of printing the in for the first gaven warn't in 1960 averaged 197.25 per month turning of our mouths of mailing casts to 39.10. Thus, the average costs of misting and religion the ML is \$139.45 per month. In preparing the budget, thin had been rounded to 150 per month, or \$1800 for the 12 months.

Journal - Inc cost of printing the Journal for the first four income 1960 has overaged 11,200.85 her takes. This cost has risen sharply this year in line with the sublications committee's recommendation that the format be dressed up, more illustrations be used, and wore arrest be included. In its was felt essential and was also felt to be justified ince the Journal now appears only six times a year, thus printing were money to be pent on each issue. The mailing costs for the Journal have averaged \$2.31 per issue. Thus the total printing and milling costs have averaged \$1.352.16 per issue. This has been rounded to \$1,400 per issue, or \$8,400 per year.

Income - In order more accurately to indicate actual cost of these oublications, we started in 1960 to transfer from dues as per year for each Journal and \$2 for each Newsletter sent to members in all categories. Thus, since Class A Actives receive three copies of each, 5 was transferred for the Journal and 6 for the Newsletter, one so on.) Since the 12 has proved inequitable, in 1961 #3 will be transferred per Journal and 31.50 per Neweletter. In addition there are paid subscriptions to each publications. Since approximately 2013 20 of the subscriptions are handled through subscription agencies at agency also sunts averaging 25% a 5% allowance for such discounts has been subtracted from the subscription income. The Kellogg grant which provided for a full-time editor also provided funds for complimentary subscriptions to the Journal to be sent to leading educators and administrators. This current year \$300 was transferred from the sublications (Editor) account to the Journal account for these subscriptions (200 & the regular subscription are rate of 1). We are limited by postal law as to the number of free copies we are allowed to distribute and still keep our second class permit. As our membership continues to grow we will be able to send out more free copies and thus transfer a little more to the Journal account. Experience is showing that the per unti coul of the Journal drops fairly rapidly as the number winted and willed increases, so a moderate increase in membership will likely result in the Journal being self-supporting, on the basis outlined above, by the middle of 1961.

Newsletter:	Subscriptions 82 5 Less est. agency discount Ifd. from Membership dues Total NL income	\$ 410.00 20.00	\$ 390.00 \$ 390.00 \$ 390.00 \$ 159.50
Les Tfd Tfd	scriptions 553 c. as s est. agency discount . from lembership due . for comp. subscriptions m sale of reprints, ind. copies, etc. Total Journal income	100.00	\$2,102.00 3,555.00 600.00 250.00

Lotal expense (printing and mialing, only), both sublications Total income, both publications Annual operation deficit the second secon

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE

JAHR STATIS

November 18, 1960

Whi 21 4 00 161 350

WILL & WIJC

Mr. Frank E. Schooley Director of Broadcasting University of Illinois Urbana, Illinois

Dear Frank:

Well it looks like the number one griper on the Publications Committee will have to go to work again. I think that our NAEB NEWSLETTER has shown a tremendous improvement during the past year and I would like to see it kept that way. For this reason, I cannot see the need of a separate processed so-called "Washington Report". With the exception of the President's Column, every other item in this insert could just as well be printed in the body of the NEWSLETTER and the result would be a much better looking mailing.

As for the President's Column, I have sounded off on that matter before and see no reason to change the present "Column". With due respect to our President, it strikes me as utterly superfluous, wordy, and windy. If it is necessary to run something like this to maintain spirit in our organization then we had better set a committee at work developing an NAEB pep song and a few appropriate yells.

Getting a little serious about the "Column" I object to, after all it is being mailed largely to people who are already NAEB members. These persons certainly know already why they joined and perhaps they had other reasons which are perfectly valid but that is beside the point.

I just want to keep us looking like professionals.

Cordially

Elmer G. Sulzer, Director
Radio and Television Communications

EGS:sd

cc: Betty McKenzie

MAGNETIC RECORDING INDUSTRIES

A Subsidiary of Thompson Ramo Wooldridge Inc.

126 FIFTH AVENUE . NEW YORK 11, N. Y. . ALGONQUIN 5-7250

December 8, 1960

Mr. Tracy F. Tyler, Editor
The NAEB Journal
The National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois



Dear Mr. Tyler:



We have read with interest your editorial in the November 1960 issue of The NAEB Journal entitled "The Limitations of Teaching Machines." We are in firm agreement with you that the era of the teaching machine should be viewed by the class-room teacher as a time when the new tools will permit him to be a better and more effective teacher by relieving him of tedious routine drill work. However, we are disturbed by your paragraph that reads in part, "Perhaps some teachers have heard extravagant claims as to what the teaching machines can do. This is not surprising. The equipment salesman is anxious to make a sale."



We believe that this statement is not quite factual. Responsible elements in the electronic industry have been steadfast in their insistence that proper programming must come first before we, the manufacturers, can even attempt to build the "hardware" for a teaching machine. We have continually worked in the closest way with educators to develop materials simultaneously with equipment in order that tax-payer's money might be wisely invested in good educational tools and materials, rather than foolishly spent on novelties and electronic gadgetry. We regretfully admit that there are some individuals making extravagant claims but we hasten to reassure you that they are not speaking for the firms whose interests are in serving

Sincerely yours,

Lloyd E. Matter

M:BMJ

cc: Mr. William G. Harley Mr. Harold E. Hill

the school market now and in the years to come.

UNIVERSITY OF MINNESOTA SEOUL NATIONAL UNIVERSITY OF KOREA COOPERATIVE PROJECT MINNEAPOLIS 14

OPPICE OF THE CAMPUS COORDINATES

December 23, 1960

Mr. Lloyd E. Matter Thompson Ramo Wooldridge, Inc. Educational Electronics Division 126 Fifth Avenue New York 11, New York

Dear Mr. Matter:

I greatly appreciate your letter of December 8, 1960 which was forwarded to me from our NAEB JOURNAL publication office in Urbana, Illinois.

I am glad to learn that you agree with most of my editorial. I tried to make it a plea to teachers to embrace teaching machines for what they could do to make the teachers' tasks easier and their services more effective. When I cautioned educators about "extravagant claims" I was trying to warn them that they should study carefully what a given machine could do, rather than to depend solely upon advertising material or the claims of salesmen. If you will read again the balance of the third paragraph of my editorial, you will see that it ends on an optimistic note.

I have no doubt but what responsible manufacturers such as your own will present no problem to the educator. They realize that their best hopes for the future will result from a well-built machine which has been programmed by competent curriculum specialists. Successful experience with such machines will ensure growth in the use of these machines as other educators learn of the experience of early users.

Thanking you again for your comments, I am,

Sincerely,

Tracy F. Tyler Professor and Coordinator

ce Mr. Harold E. Hill Mr. William G. Harley Mrs. Betty McKenzie Mr. Tracy F. Tyler 1564 Fulham Street St. Paul 8, Minnesota

Dear Tracy:

As you recall from the Publications Committee meeting in October, 1959, it was decided that the position of editor of the NAEB Journal should be a rotating one with a new editor appointed each year. Accordingly, Dr. Skornia re-elected you for this position for 1960.

I have not chosen a successor to you as yet, but I did not want the end of your term to go by unmarked or unrecognized. You have done an outstanding job for many years as editor of the Journal and your editorial comments have maintained a constant high level of scholarly insight and balanced judgement.

I am aware that this has been largely a labor of love with scant recognition and rewards counted only in the satisfaction that comes from doing a professional job with competence and in so doing, making an important contribution to a cause in which you believe.

You should also count among these intangible satisfactions the gratitude of your colleagues in NAEB and all those interested in educational broadcasting. In their behalf, I extend our thanks for your many years of selfless service and editorial leadership.

I trust that you will continue to serve as a member of the Publications Committee so that the Association may have the continuing benefit of your invaluable advice and counsel. With sincere appreciation and respect, I remain

Very truly yours,

William G. Harley

WGH : mem

ce: Mr. Richard Hull Mr. Harold Hill Mr. Frank Schooley

W6H- F4I & files - a Publications Committee National Association of Educational Broadcasters Members present: Rudy Bretz, Hugh Cordier, Walter Emery, Presley Holmes, Betty McKenzie, and Arthur Weld. Patrick Hazard, Philip Lewis, P. R. MacTaggart, Members absent: Howard Martin, and Frank Schooley. The NAEB Publications Committee convened in Milwaukee, Wisconsin, November 20, 1963, to consider problems relating to the selection of a new Journal editor; the implementation of a survey to determine the number of colleges and universities granting "publication" credit to faculty for air work; a proposal to use the January-February issue of the Journal as a yearbook; a proposal to increase the subscription price of the Journal from \$4.00 to \$6.00 a year; "special-interest" newsletters; and a policy for publications responsibility. 1) The Committee regretfully accepted the resignation of Dr. Walter B. Emery as Editor. Dr. Emery will be on sabbatical leave from Michigan State University during the academic year 1964-65 and it appears that a large portion of this leave will be spent outside the country. In discussing possible replacements, the Committee selected and approved a list of three candidates. President William G. Harley will contact the potential candidates. 2) The Committee unanimously approved a motion that, in the future, the membership of the Publications Committee should reflect the various interest groups (TV station division, radio station division, etc.) within the re-organised Association. 3) Dr. Presley Holmes' proposal for a survey to determine the number of colleges and universities that grant "publication" credit to faculty for air work was approved. Implementation of the proposal follows: Holmes will prepare the questionnaire, (see attached) it will be printed rather than ditted or mimeographed, and Cordier will distribute to the one hundred largest institutions with radio, television, closed-circuit, or instruction film programs. The questionnaire will be distributed through the membership at each institution and returned to Cordier for tabulating. Other professional education groups (i.e., NEA, DAVI, SAA, AAUP, and the APBE) interested in this problem will be informed of the study. The Committee also expressed the hope that the NAEB Board of Directors will take official action on the final report, thereby developing a national policy.

h) While strongly endorsing the Yearbook concept, the Committee unanimously rejected the proposal to use the January-February issue of the NAEB Journal for that purpose.

With the diversification of interests and the tremendous growth in total membership, the current six issues may soon be inadequate.

The Committee recommended that the proposed Yearbook be financed by (a) the budgets from miscellaneous NAEB annual publications and (b) income from advertising in the Yearbook.

- 5) The Committee unanimously approved a motion to increase the subscription rate from \$h.00 to \$6.00 a year.
- 6) The Committee approved the publication of the Inschool Broadcaster newsletter by the Radio Network School Committee.

Following publication of Vol. I, No. 1, October, 1963, James Fellows stated:

the Radio Network School Committee may be undertaking a project which should have cleared with the Publications Committee, or certainly with you as overall Publications Editor. The Newsletter itself, which we would like to have as an occasional publication developed by the Radio Network School Committee, explains the function that we have in mind and the method for getting information.

I would kind of like to have your reaction before we pursue this any further, and I am sorry that I didn't think to check with you on this sooner.

Reacting favorably to Fellows' inquiry, the Publications Committee, however, recommended that original copies of each issue of the Inschool Broadcaster (or any other special interest newsletter) be forwarded to the Publications Editor.

- 7) The Committee unanimously approved the following statement of the division of publications responsibility:
 - a) Broad general policy (what publications there should be, how often each should appear, budgetary limitations, advertising policy, staff appointments, other considerations regarding the place of publications in the over-all NAEB picture).
 - Should be decided by Board or Officers, on advice of Publications Committee and staff.
 - b) Execution of general policy (which should be clearly defined and to include long-term plans, general content, general format, general tone of each individual publication).

Should be responsibility of the editor-in-chief of each publication.

He may delegate the responsibility to other editors if he sees fit.

He can also seek help from the Publications Committee.

c) Production of each issue (balancing content, format, typography, choice of illustrations, correspondence with authors, editing individual articles, writing heads and captions and perhaps other explanatory matter, printer relationships).

Should be responsibility of the managing editor.

H. V. Cordier, Chairman NAEB Publications Committee

Draft, NAEB Study on "Publication" credit for Use of the New Media

With the growing utilization of new media in education the traditional concept of "publication" credit seems to be undergoing re-evaluation. The NAEB hopes to determine the present scope of this trend, and requests your assistance by completing the following two questions.

pre	sent scope of this trend, and rec	quests you	assistance b
com	pleting the following two question	ons.	
1.	Does your institution have a po	licy on "pr	iblication"
	credit for faculty members?		
	Yes No	-	
	If "yes," would you please enclo	ose a copy	or make a
	brief summary here.		
2.	Does your institution give cred	it for the	use of media
	other than print?		
	Musical performances:	yes	no
	Sculpture:	yes	
	Painting:	yes	no
	Stage:	yes	no
	Commercial radio,	yes	no
	Recorded	yes	no

Educational radio,		
Live:	les	no
Recorded:	уез	710
Commercial television,		
Livet	yes	no
Recordeds	yes	no
Educational television,		
Live:	yes	no
Recorded:	yes	no
Motion picture film:	yes	no
Audio tapes:	yes	no
Other (specify)		
	yes	no

Remarks:

Check here if you wish a copy of the results of this study.

Thank you for your cooperation.

Mr. William G. Harley, President
National Association of Educational
Broadcasters
Suite 1119
DuPont Circle Office Building
1346 Connecticut Avenue, N.W.
Washington 6, D. C.

Dear Bill:

- 1. I accept appointment to the Awards and Citation Committee.
- 2. I accept appointment as chairman of the Publications Committee, although I question your wisdom.
- 3. I accept the recommended committee members, and terms indicated. Do I write the committee members, advising them of appointment?

On Wisconsin.

Sincerely,

Frank E. Schooley Director, University Broadcasting

FESTb

cc: Hill/mcKenzie

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT



Suite 1119

DuPont Circle Office Building
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

February 1, 1961

Mr. Frank E. Schooley Director University Broadcasting University of Illinois 227 Gregory Hall Urbana, Illinois

Dear Frank:

I should like you to accept appointment as Chairman of the Publications Committee of NAEB for the year 1961. This is an important responsibility and one that I hope that you can accept.

Attached is a list of suggested names of other members of the committee. I should like to begin this year a plan to help insure fuller participation by the membership in committee activities by involving "new blood", while yet preserving continuity; namely, an arrangement whereby members would be appointed for stipulated terms of three, two or one year. After the first year, three members would go off and three new members come on annually. Chairman would have one year appointments but be eligible for reappointment.

May I have your reactions and suggestions as soon as possible so that I can complete the committee roster for announcement in the next Newsletter.

Cordially yours,

William G. Harley

WGH:mem

Enclosure

PUBLICATIONS

Frank E. Schooley, Chairman	TERM
Walter Emery Michigan State University	3
Philip Lewis Chicago Board of Education	1
Tracy Tyler University of Minnesota	1
Pat Hazzard Annenburg School of Communications Philadelphia	3
Howard Martin University of Nebraska	3
Art Weld Syracuse University	2
Leo Martin Michigan State University	2
Elmer Sulzer Indiana University	1
Bernarr Cooper	2

Memo From the Desk of BETTY McKENZIE NAEB Editor

3/16/61

To Frank Schooley

Dear Frank:

I know you told me to go ahead and set up the publications committee meeting if we wanted one...but Harold suggests Wednesday morning. (He had suggested it for the PR committee also, and Bromo thought it was too early, that some of the committee members would not be there yet. How do you feel about the time?)

I haven't seen a program; so am really working in the dark as far as any other possibilities are concerned -- such as, say, another breakfast meeting as in San Francisco.

If Wed. a.m. seems o.k. with you, let's set it for 10 o'clock and I'll write Wallach re a meeting room. Will you notify the committee members, or do you want me to?

As far as I'm concerned, we need the meeting, because Harley and Hill have me even now investigating the possibilities and costs of a 32-page monthly Newsletter, keeping the journal but as a quarterly. I don't think there's that much to be said each month about the field that isn't already printed somewhere else...but then maybe that's a negativistic attitude.

Thanks.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 Gregory Hall Urbana, Illinois

To: NAEB PUBLICATIONS COMMITTEE

Frank E. Schooley, Chairman
Walter Emery
Philip Lewis
Tracy Tyler
Pat Hazard
Howard Martin
Art Weld
Leo Martin
Elmer Sulzer
Bernarr Gooper

STREET, - THREE OF THESE I SHOULD PROPER BUT THE STREET

From: Betty McKenzie, Publications Editor

Date: March 29, 1961

affiliated of the property have investigation

Re: Publications Committee Meeting at IERT

The Publications Committee will have a breakfast meeting on Thursday morning, April 27, at 8:15. Ask for Frank Schooley's table in the Deshler-Hilton dining room.

BMC/dp

do: William G. Harley Harold E. Hill Problem - Should we publish a monthly 32-page magazine, with advertising, instead of the present NAEB Newsletter?

Reason - Through ad sales, the hope would be to make enough money to support the magazine and a querterly Journal.

Points to Consider -

- 1. Do we have enough readers to warrant selling ads? At a high enough rate to make a profit? Is there a need for another magazine in the field?
- 2. Do we have enough to say to fill both a monthly magazine and a quarterly journal? Will people read both? Will we downgrade the journal by moving articles to the magazine? Or will it become so scholarly as to be read by only a handful of people?
- Printing costs. About \$20 per page, for 1,500 copies plus cover, for an 8t x 11 magazins, black ink only, with colored cover. Approximate costs: 32 pages, \$725; 16 pages, \$405.

(Present Newsletter averages about \$100 per month for 1,500 copies; present Journal, about \$1,000 per issue for 2,100 copies.)

4. Personnal. Would need, in addition to someone to handle all advertising, 1 full-time editorial assistant, plus additional typing and proofreading help.

Recommendations -

FRST, find out whether we can sell ads. Get an ad salesmen or hire some firm to find out. Have him find out also whether ads might sell in the Journal, under its present format.

THEN, based on the findings, either:

1. Continue the present publications (selling ads in the Journal)

OF

Issue a monthly magazine, with eds, and do away with the Journal entirely.
Until the membership and subscription lists grow considerably, I do not
believe we should try to issue two such publications.

1517 SOUTH THERESA AVENUE (4)

April 10, 1961

TO:

Mr. Frank Schooley

FROM:

Marguerite Fleming

RE:

Individual assignments for Newcomers Session

I'm delighted that you can be with us for the Newcomers Session on Wednesday morning, April 26.

Enclosed is a copy of the program. You will see that consultants are expected to assemble at their respective tables at 11 o'clock, following the coffee break. As newcomers arrive at the various tables it will be the job of consultants to try to answer their questions and perhaps suggest other people who might be helpful and/or special Institute sessions that should be profitable. Many of you are well qualified to answer questions in all of the categories selected; hence, it is possible that a newcomer may be referred to you personally, even though his question may not be related to your table topic – at least he can meet you and make a date for a later conference.

Y	our	Tab	le	Assi	gnm	ent	:

Table No. VI.

opic DEVELOPING AND PROMOTING COMMUNITY PROGRAMS

Chairman Mr. Frank Schooley

Will you please meet me in the ballroom at 9:00 a.m. so that we can get organized a bit before guests arrive? The meeting is scheduled for 9:30.

Many thanks for being willing to help and for making the extra effort to arrive early.

See you soon.

P.S. Keith Tyler hopes that all old-timers will take a personal interest in helping to introduce newcomers at this morning session as well as at the afternoon reception.

NEWCOMERS SESSION

Wednesday, April 26 - 9:30 a.m.	Ballroom
(All First-Timers at Institute Urged to Att	end - Others Welcome)
Welcome to the Institute	
This Year's Institute Program	
	Harold B. McCarty, Gen. Mgr. ation WHA Radio-Television, Madison, Wis.

10:40 - 11:00

Coffee Break

SPECIAL INTEREST ROUND-TABLE DISCUSSIONS

(An opportunity for newcomers to meet in small groups with selected old-timers who speak from experience.)

1961 - SESSION FOR NEWCOMERS --- SPECIAL INTEREST ROUND-TABLE DISCUSSIONS

		Wednesday, April 26 - 9:30 a.mBallroom
Table	l.	MEETING LEGAL REQUIREMENTS IN BROADCASTING Les Yordst
	п.	OPERATING AN EDUCATIONAL RADIO OR TELEVISION STATION
	ш.	PLANNING AND DEVELOPING ORIGINAL PROGRAMS Hettings
	IV.	NATIONAL EDUCATIONAL BROADCASTING SERVICES
	v.	UTILIZATION OF EDUCATIONAL PROGRAMS Mikelon word from Soble Mikelon word from Soble
(2)	VI.	DEVELOPING AND PROMOTING COMMUNITY PROGRAMS AND PROMOTING COMMUNITY PROGRAMS
, X ,	VII.	TRAINING FACILITIES FOR BROADCASTING PERSONNEL June 14 w 18
\	VIII.	HANDLING CONTROVERSIAL ISSUES
	*	Dao Jeneiro NGC
	IX.	PUBLIC RELATIONS PROGRAMMING
	x	EXCHANGING PROGRAMS WITH OTHER COUNTRIES

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

119 Gregory Hall Urbana, Illinois

To: NAEB PUBLICATIONS COMMITTEE

Frank E. Schooley, Chairman
Walter Emery
Philip Levis
Tracy Tyler
Pet Heard 334/10-3, M°C, Le 4 6.
Hoverd Martin
Art Weld Mich v M v eq.
Leo Martin/
Elmer Sulzer
Bernarr Cooper/

From: Betty McKenzie, Publications Editor

Date: April 10, 1961

At the Publications Committee meeting in Columbus, one of the things on which the committee will need to make a recommendation to the NAEB Board is on whether or not the Newsletter should be made into a monthly magazine. Attached is a short summary of my views on the subject which you might wish to think about prior to the committee meeting. For those of you who will not be present, we would appreciate having your views beforehand. Thank you.

University of Minnesota Seoul National University of Korea Cooperative Project Minneapolis 14

OFFICE OF THE CAMPUS COORDINATOR

May 12, 1961 / 1050

SHIP OF THE PERSONS

Mr. William G. Harley
President
National Association of Educational Broadcasters
Suite 1119
1346 Connecticut Avenue, Northwest
Washington 6. D. C.

Dear Bill:

Just a note to tell you, if the information has not already reached you, that the editorial which I wrote for the November-December, 1960 issue of the NAEB Journal, was translated into German and appears in the March-April, 1961 issue of Volkshochschule im Westen (page 72) under the title "Wird die 'Lehrmaschine' den Lehrer verdrängen?"

I am enclosing a copy of the letter about the use of this editorial by the magazine, which reached me under separate cover. I felt sure that the comments both about the editorial and the MAEB Journal would be appreciated by all concerned.

With best wishes to you and to the NAEB. I am.

Sincerely,

Tracy F. Tyler Professor and Coordinator

cc -Mr. Schooley Mrs. McKenzie

VOLKSHOCHSCHULE IM WESTEN

Mittallungs- und Arbeitsbiätter für Velkshochschulen

Verlag: Druckerei- und Verlagsgesellschaft Wulff & Co. KG, Dortmund, am Lütgendortmunder Markt, Ruf 62041

Mr. Tracy F. Tyler

University of Mennesota

MINNEAPOLIS

Vereinigte Staaten von Nordamerika

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Stadtkämmerer Friedrich Steffen,
Wanne-Eldet

Redaktion: Dr. Bert Donnepp Marl I. W., die Insel

Mari (Westf.) die insel, Ruf 5433

20. April 1961

Ihr Zeichen Ihre Nachricht

Unser Zeichen

Dear Mr. Tyler,

with much interest we regularly read the "NAEB-Journal", to the editor-staff of which you belong. We often receive valuable hints from this periodical for the radio-tv-pages of our own review.

With the same mail we send you a copy of our periodical "Volkshochschule im Westen" ("Folk High Scholl in the West"), in which you find the translation of an article, you wrote for the "NAEB-Journal". As you see, your work in the United States is reflected far away, in the Federal Republic of Germany, as here and there the same interests are persued.

The article mentioned above is published on page 72 of our review.

Assuring you that we will also in the future watch with a keen eye the serious informations and comments in your review, we remain

Yours affectionately

(Karl J. Joeressen)

Mr. Howard S. Martin Department of Speech and Dramatic Art The University of Nebraska Lincoln 8, Nebraska

Dear Howard:

Nothing in particular doing in the Publications Committee area, except what you've read, and on which the Committee acted in meeting at Columbus, namely, the plan to publish a "popular" magazine on ETV in the fall. It is hoped that contents will be such that there will be demand for the magazine and, if so, that it can be continued.

Your suggestion on FACTS SHEETS book publication I'll pass along to our editor and to the NAEB headquarters staff for preliminary reaction.

Sincerely yours,

Frank E. Schooley Director, University Broadcasting

FESTb

ee: Harold Hill Betty McKenzie

THE UNIVERSITY OF NEBRASKA

6 July 1961

DEPARTMENT OF SPEECH AND DRAMATIC ART

> Frank Schooley 504 W. Springfield Ave. Champaign, Illinois

Dear Frank:

A question and a suggestion:

First, is there anything doing as far as the Publications Committee of the NAEB is concerned? As a member of that committee, I would be most happy if you could forward anything to do.

Second, I was wondering about the feasibility of the NAEB Publications Committee publishing in book form the NAEB "Fact Sheets" summary or summaries that appear in each issue of the <u>Journal</u>? It seems to me there is a use for such a publication, which would include all the summaries published to date. I know that it would take time to do a little editing; a few might not be "up-to-date" any more; and if each summary was to be the same lenght as any other, some words of the longer ones might have to be eliminated. And, it would take a sum of money for the actual publication. But in their current loose-leaf form, they do not have the same value as they would have if published between covers. Perhaps altogether the objections would outweigh any value obtained, but I think the idea might be considered.

Again, if anything develops on which I can be of assistance, please let me know.

Sincerely yours,

Howard S. Martin

Frank Schoolly - for your ife-Betty

Now. Derivity Templeton Traffic Resigner Hattons) Association of Resignational Gracewasters Try Dresney Ball Orbana, Tilinate

Beer Mrs. Displaying

Again I want to thank you for the last of the tophaloto takes descriptions. I claimed them to the mail, thussel as you removated for this, in Asset 1.

The final story were really full of indomestion. We estimate request was for acceptantly destinated at the time. It was throught, because, that the information for this revice tould be gathed from Mr. Mill's Estimated to the Mill. while No. Note a production did give we much walled throughten there are a number of accept that wild and this limit the score of its relief. Such information, judging from the later incomplete touch to trust to the known from that they live in the later incomplete touch to trust to the known from that they live acceptant in a postage of the material on the same basis, i.e. postage at a parameter to the same.

I understant by a prount invalidity that the make a coming out with a raw publication. I do hope it can resors some of the chatbrases of the older designifiers. The blood designifiers are not but been as affective and as best meables as the ones in recent paper. Only I deposit they all read over information to the researches in the Patters. On from the Samplaters I was made about the fall of the matter I was made of a fit of the relative and the residence of the continuous and the result of the fall of the fall of the four of the continuous about the continuous and the result of the continuous and the continuous of the continuous of the continuous and the continuous of the continuous and the continuous and the continuous of the continuous and t

I noted a fee tyrequier tien in the nound launce which I used.

Page 10 of the December, 1959, have was minet. The fune, 1955, have
was I collye, thesten-of deplicate duly have been its piece. I
can't find the note I and about this last error so I may be seens
as to the page. and finally, the December 1950 Freedom? Fages
impears to be missing. It may be that come appeared that mooth,
however mention was made to freedom. Detector to the Repumber large
of one more column to write.

In 1955 the tersisting positioned scrarges of the follogs amount Report for that year. If it is possible, I would like to now the Kellogy and acy other Annual Reports which reget include Settors statistics.

And finally, one sast publication that area in confus to my works. From each I have reed the distribut Money, they topk storid provide some interesting information, between a little and of spint, again 2 feet I was now a pleasure a tour.

If you denote that it will be possible to lost the astartule requested, plants and then to be in case of Mintel's. So Harmonisetta Avenue. Describe 79. Nassachusetta.

when Best Wishes,

ST CALDROS

August 21, 1961

WIJG WIJG

Mr. Howard S. Martin 1718 South 26th Street Lincoln, Nebraska

Dear Mr. Mertin:

Thank you very much for sending along your article on the experimental study of televised dramatisation vs. treatment of plays as literature. It is indeed the sort of thing wanted for the <u>Journal</u>, and I will use it there.

Unfortunately, I cannot give you a specific publication date. At the moment we are not sure whether we'll be publishing one or two magazines after the first of the year. If two, I'll be able to use your article in the January-February Journal, probably; if one, it will be later, as I have a backlog of other articles which should be used first because of timeliness.

I believe you had written a while ago to Frank Schooley suggesting that the Fact Sheets be printed in book form. Via phone, Harold Hill (in our Washington headquarters office) asked me to write you and Frank, and indicated that I would receive a copy of a letter Frank had written in this regard. I've been waiting for that copy, but so far haven't seen one—hence the delay in answering your query.

Anyway, we do already have "books" of Fact Sheets—that is, looseleaf volumes which we compile from reprints of the digests appearing in the Journal. Judging from the number of orders we get for these, this seems to be rather satisfactory—and it's the cheapest way it can be done. Just in case you do not have your copy of the March—April Journal, in which it appeared, I'm enclosing a copy of the Fact Sheet Index for your information.

Thanks again.

Sincerely yours.

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

enclosure

cc: Mr. Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTORS

1346 Connecticut Ave., N.W. Washington 6, D.C.

AUG 28 7 42 AM 1950

MEMO TO:

1961 NAEB COMMITTEE CHAIRMEN

FROM:

HAROLD E. HILL

RE:

Committee meetings during the 1961 Convention

DATE:

August 25, 1961

You undoubtedly have already started to make plans for your various committees to meet during the October convention.

The NAEB Washington Staff is working closely with the Marriott Motor Hotel so that it will be able to provide all the necessary meeting and conference rooms we will require during the convention.

So that we might coordinate plans with the Hotel, we would appreciate knowing if you plan to schedule a committee meeting during the day or evening and will need a public room for your meeting.

As the convention schedule now falls, Monday morning is an "open" time for committee meetings. If, however, you would prefer to schedule a breakfast, lunch, or dinner committee meeting, then we would appreciate your making your own arrangements with the Hotel.

Therefore, may we hear from you by Friday, September 8 if you are going to require a public room for your meeting along with the date and time of your scheduled meeting.

Memo from the desk of:

BETTY McKENZIE

NAEB Publication Editor

9/19/61

To Frank Schooley

Dear Frank,

I have a note from Walter Emery saying he would like to write an editorial forthe Journal at some future time. Since this was a thing the publications committee did not want—namely, editorials—I thought I'd let you know of Walter's desire in case you want to bring it up again before the Publications Committee.

Best regards,

Betty

cc: Walter Emery

BLOOMINGTON, INDIANA RECEIVED HADIO STATIO

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

September 21, 1961

WILL & MICC

RADIO BUILDING

Mr. Frank E. Schooley Director of Broadcasting University of Illinois Gregory Hall Urbana, Illinois

Dear Frank:

I will do my damnedest to get to the meeting of the NAEB Publications Committee at 8:00 a.m., Monday morning. However, Dorotha and I will arrive on the B&O's National Limited, which, if on time, will not get into the Washington Union Station before 7:30 a.m.

With the expected delays in taxis, registering, and so forth, I may be late at the meeting. Just wanted you to understand.

Cordially,

Elmer G. Sulzer, Director Radio and Television Communications

EGS: VZ

DEPARTMENT OF SPEECH AND DRAMATIC ART RECEIVED
22 September 1961

SEP 26 2 09 PM 1301

Frank E. Schooley, Chairman & WIUC NAEB Publications Committee 228 Gregory Hall UNIVERSITY OF ILLINGIS Urbana, Illinois

Dear Frank:

The breakfast meeting of the $P_{\rm u}$ blications Committee at 8:00 a.m. on Monday morning, October 23rd (?) is a good idea.

I plan to attend that meeting.

Sincerely yours,

Howard S. Martin Ass't. Prof. Radio-TV 103a Temple Bldg. Univ. of Nebraska

MICHIGAN STATE UNIVERSITY BAST LANSING

ADIO STATION

COLLEGE OF COMMUNICATION ARTS . DIVISION OF MASS COMMUNICATIONS

DEPARTMENT OF TELEVISION, RADIO & FILM

SEP % september 23, 1961

Dear Frank:

WILL & WIUC

I have your notice of the meeting of the Publications Committee (NAEB). Monday morning at 8:00 a. m. will be fine for me. I hope to be able to make it. I will look forward to seeing you and others to share ideas again in our common cause for educational broadcasting,

Incidentally, Betty McKenzie sent me a copy of her note to you regarding my suggestion that I might write an editorial for the magazine. She writes me that the Committee adopted a policy against editorializing. I wasn't aware of this policy, but now that I know, I am 100 per cent for it. I don't think the Editor of the NAEB Journal should use the magazine to sound off his views. Contrary to Betty's suggestion to you, therefore, I would prefer that you not bring this matter up at the meeting of the Committee.

what I actually had in mind was a short statement commending Betty for the excellent work she is doing, for the excellent cooperation the national officers are giving the magazine, and for the increasing interest being shown by our constituency as manifested by a larger number of good quality papers being submitted for publication in the magazine. If you believe this (and I am sure you do), perhaps you as Chairman of the Publications Committee would be the one to write this.

In any case, I like the present policy of the Gommittee, and, under no circumstances, would I want to change it.

Sincerely yours,

RECEIVED RADIO STATION

SEP 25 8 50 AM 100.

WILL & WIUC UNIVERSITY OF ILLINOIS

To: NAKB Publications Committee

Walter Emery
Fhilip Lewis
Tracy Tyler
Pat Hazard
Howard Martin
Art Weld
Leo Martin
Elmer Sulzer
Bernarr Cooper

From: Frank E. Schooley, Chairman

Re: Committee meeting at Convention

It has been suggested that we hold a breakfast meeting at 8:00 a.m., Monday morning, so that members may attend other committee meetings later in the morning. Barring long and loud objections, chairman hereby schedules said breakfast. Meanwhile, if you have agenda items, please let me have. It will be helpful if the chairman had an idea of how many can probably attend.

co: William Harley Harold Hill Betty McKenzie

September 20, 1961

Chances are, I'll not be attending NAEB meeting this year.

Best regards,

Leo

BOARD OF EDUCATION

City of Chicago
228 NORTH LA SALLE STREET
Chicago 1, Illinois
Telephone DEarborn 2-7800

PHILIP LEWIS Director Bureau of Instruction Materials

September 25, 1961

Mr. Frank E. Schooley Chairman NAEB Publications Committee Gregory Hall Urbana, Illinois

Dear Frank:

Many thanks for the memo concerning a breakfast meeting of the Publications Committee at the Convention. This is a very good idea, but I'll have to beg off due to involvements at the home office.

Congratulations on the new format for the Journal. It is a fine issue and shows great promise for the future.

You asked for suggestions for possible agenda items. I would like to propose the following for your consideration:

Inclusion of articles in future issues involving programed learning and broadcasting - both for radio and for television.

Coverage concerning the possibilities of stereo-FM for educational purposes. It seems to me that the use of the two separate sections on a single channel might open up new avenues of experimentation other than just straight stereo.

I would like to see reporting of case studies of schools and institutions with plans to employ the "case-by-case" opportunities afforded by the new FCC relaxed interpretations.

Should the NAEB JOURNAL be a more inclusive publication with coverage to serve many facets of the field not really treated fully in the past? If so, what should be included?

With all good wishes for a successful get-together.

Cordially yours,

Philip Lewis

Bureau of Instructional Materials

PL:ec

UNIVERSITY OF Minnesota

RECEIVED

SEOUL NATIONAL UNIVERSITY OF KOREA COOPERATIVE
PROJECT • MINNEAPOLIS 14

Office of the Campus Coordinator

SEP 2September 26, 1961

WILL & WIUC UNIVERSITY OF ILLINOIS

Mr. Frank E. Schooley NAEB 119 Gregory Hall Urbana, Illinois

Dear Frank:

I have before me a dittoed memorandum to members of the NAEB Publications Committee. This memorandum indicates that the Committee will hold a breakfast meeting at 8 a.m. on Monday morning (October 23, 1961). It does not appear at all likely that I will be able to attend the NAEB Convention. As a consequence, I will have to be absent from this meeting.

Will you please extend my best wishes to the members of the Committee and accept my regrets that I find it impossible to meet with them.

With kindest personal regards, I am,

Sincerely,

Tracy F. Fyler Professor and Coordinator September 26, 1961

Mr. Elmer G. Sulzer, Director Radio and Television Communications Indiana University Bloomington, Indiana

Dear Bromo:

I'm forwarding Jim Lynch's article to Betty McKenzie.

Would you mind if I circulated your criticism (anonymously) to committee members as a basis of discussion for our committee meeting? I think committee members might approach better if they come from Anon. How about it?

Sincerely,

Frank E. Schooley Director, University Broadcasting

FESTb

ec: Betty McKenzie

INDIANA UNIVERSITE YEIVED BLOOMINGTON, INDIANA RADIO STATION

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

SEP 26 8 50 AM NOW

RADIO BUILDING

September 25, 1961

WILL & WIUC UNIVERSITY OF ILLINGIS

Mr. Frank Schooley Director of Broadcasting Gregory Hall University of Illinois Urbana, Illinois

Dear Frank:

I am enclosing an article by Jim Lynch for publication in a future issue of our magazine. I think the article is a good one, and if you feel likewise, you might forward it on to Betty.

I would like to pass on to you a few comments on the issue of the magazine I have just received, and you can take these for what they are worth. I should say at the outset that I thought the issue was well edited, and, as a whole, exceedingly creditable. Now here are my suggestions and criticisms:

I believe the editing would be enhanced if a thumbnail picture and sketch of each author appeared at the first of each article.

I for one would like to know a little more about who the various people contributing the articles are.

I doubt the ethics of including the letter from the Ampex person.

This is patently promotion for Ampex, and by rights we should include similar loose letters from every other supplier.

3. While I hate to say this and will probably get no where with this comment, I thought that the report by Harley was greatly below the dignity of a magazine of the type we want our publication to be. In fact, the whole tone of the article reverted to the informal trivia of years back that I thought we had been successful in eliminating. If the article had confined itself to a short statement of the facts that NAEB members should know, I would have no objections. I had a feeling in reading the article that Bill was on the defensive and trying (a) to justify a plush layout, and (b) to let us know how hard the staff was working.

Content-wise, I got the impression that the publication was off-balance, with too many of the articles dealing with educational television and very little attention paid to radio; but I can understand the problems of an editor in the matter of material solicitation, so I doubt if anyone should be blamed for this.

I Underwood's column on the network departed from a factual presentation into some editorializing which I believe was out of place and unwarranted.

So I have had my say for the day. I trust that when you go to Washington you will ride the rails, and I will have the pleasure of seeing you there, safe and unscathed.

Elmer G. Sulzer, Director Radio and Television Communications

EGS: VZ cc: Mrs. Betty McKenzie Enc.

Memo from the desk of:

BETTY McKENZIE

NAEB Publication Editor

9/27/61

To Frank Schooley

Dear Frank,

Harold passed this along to me with the question "Any ideas for something similar for us?" I thought perhaps you'd want to consider it at the Publications Committee meeting too, along with Bromo's suggestions re ERTV. (I just got my copy of his letter this morning...and must say that he has been pretty perceptive.)

In fact, I think I'll pass along my own comments to you right here fyi -

- 1. I agree with him, and it could be done in the future. This time the whole thing had to be done quickly and without help and there just wasn't the time to write and get pix and/or biog material for everybody.
- Ampex paid for this, as ad space; so I don't really think it's a matter of ethics. We hadn't known what the letter would say until we saw it.
- 3. I was disappointed in Harley's article...had expected a real report "After 1 Year in Wash."-in which he would tell of the international contracts they're working on, some of the problems etc. and generally where the Assn. stands that is different from a year ago.
 - 4. He understands the problems of getting

Memo from the desk of: $BETTY\ McKENZIE$ $NAEB\ Publication\ Editor$

-2-

radio articles, anyway. I was pleased to have $\underline{\text{one}}$ article on radio.

5. I don't have any serious when objection to Bob's approach here...though I did cut out two paragraphs of pure anti-Russia stuff. I think he does a fairly good job of giving a philosophy behind the network, and, since he's writing it as "I, Bob Underwood, the author, and also the network manager," I don't know that his editorializing is any more unwarranted than that of Magnuson in his article or Minow in his.

Anyway, on the whole, I think Bromo was thinking when he looked thru the mag. And I just thot I'd jot down my thots for you, after I read his...

See you in Washington, cause I sure as heck never see any of you Greg Hall people in C-U any more!

Best.

Detty

School of Journalism



University of Iowa, Iowa City

RECEIVED NACE - URBANA MAY 26 1961 7,8,9,10,11,12,13,4,5,6 AM APR 27 1961

7.8.9.11.11.12.13.14.5.6

NAEL REPORTS

718 9 10 11 12 1 2 3 3 3 3 5

Dear AEJ Member:

Enclosed you will find a questionnaire dealing with Journalism (Quarterly. It is being sent to all members of AEJ.

There are several purposes, including the desire to get answers to questions such as these, as an aid in planning:

- a. What parts of the Quarterly are of most interest?
- b. How do journalism teachers use the Quarterly?
- c. What do they read in it?
- d. How can it be made more useful?
- e. Should it be issued more frequently?
- f. How do journalism teachers feel about the type of presentation?
- g. What additional types of material are needed?

We hope you will answer the questionnaire as fully as possible. Most of the answers are "check" type, which means the questionnaire is really shorter than it looks. A pre-test indicates you can probably fill it out in about 15 minutes--and we hope you'll make this "time contribution" to help provide more information on attitudes toward the Quarterly.

When you've finished the questionnaire, just mail it back in the reply envelope. If you want an extra copy, send us a card or a note--

Leslie G. Moeller

Sincerely.

QUESTIONNAIRE ON JOURNALISM QUARTERLY

This questionnaire is being distributed to all members of AEJ, to obtain information which will be helpful in connection with <u>Journalism Quarterly</u>. When completed, <u>please mail to School of Journalism</u>, <u>University of Iowa</u>, Iowa City.

 Please check under the appropriate heading or headings below to indicate your readership of each part of <u>Journalism Quarterly</u>.

· ·				,	-		-	
TYPE OF ARTICLE	Nearly Always Read	Occasionally Read	Almost Never Read		Nearly Always Read	Often Read	Occasionally Read	Almost Never
Advertising Biography Chains, Consolidation Community Newspaper Criticism (literary) Crittcism, Defense Pr Eddting, Edit. Polic Educ.(Journ): Colleg Educ.(Journ): High S Foreign Journalism Industrial Journalism Magazines Newswriting, Reporti	ess y e echl			Photo Journalism Production, Management Propaganda, Pub. Opin. Public Relations Radio and TV Readership, Audience Anal. Research Methods Theory of Communication Typography, Makeup BACK-OF-THE-BOOK SECTIONS Research in Brief Book Reviews Bibliography:U.S. Journals Foreign Journal Bibliog. News Notes Advertising of text books				
the first comple More than once a Once a month 3. Check as many re Learn something Feel I should su	weekOnce in asons asFeel pport itsitI	Once six mo applic I shou s publi Habitua	a we onths able	ek Once in two weeks Once a year Never for your receiving Journalism ead it Intellectual satisfon Like to have it around Receive it automatically	er y	rte	rly.	h
Quarterly to you	now, cor	npared	to,	describes the usefulness of <u>Jo</u> say, five years ago? Remained about the samel			7	
most of the publ	ication's robably	reade Pos	rs? sibl	rovides the content generally No Opinion Possibly			by	

 Following is a list of articles appearing in the Winter, 1961, edition of <u>Journalism Quarterly</u>. Please check, under the appropriate headings, the extent to which you have read in each of the articles listed.

r Intend To

Part Tables

AKIIGEE	Re	Re	Re	Re	D I	Bu	S F
Trends in Newspaper Ownership and Inter-Media Competition Loss in Country Weekly Newspapers Heavy in 1950s Effects of Cancer Scares: The Residue of News Impact The Newspaper Reporter in a Suburban City Congress and the Standing Committee of Correspondents Mark Twain as Journalist and Liberary Man: A Contrast Economic Intervention: Prelude to Press Control Additional Data on Variables Related to a Press Freedom Reporting a Gold Rush Research in Brief Book Reviews Magazine Bibliographies Foreign Bibliography News Notes AEJ 1960 Convention Minutes AEJ Groups' 1960 Financial Report							
7. How well does <u>Journalism Quarterly</u> keep its readers up the area of mass communications? Very well Quite well Fairly well No opinion to well at all It doesn't							
8. Do you think there is a need for another publication, Quarterly, in the area of mass communications? Definitely Probably Possibly No Opinion Probably not Definitely not						rna]	lis
9. Do you think Journalism Quarterly needs to publish mo:	re tl	ıan f	our	time	s a	yea	ar?
Definitely Probably Possibly No Opinion Probably not Definitely not	Po	ssib	ly n	ot	-		
10. a. Do you feel you can be as well informed on mass correading <u>Journalism Quarterly</u> as by reading any other communications or a related area?	er jo	ourna	l de	vote	d to	o ma	ass
Definitely Probably Possibly About the Probably not Definitely not	Same		Pos	sibl	y no)t	
b. What other scholarly journals, if any, are of most	valu	e to	you'	? P	leas	e	

list in order of relative value.

ll. (It is realized that there is	Over the period of time n which you have been reading				-	How would you judge the balance of content among					What is your attitude toward each of the						
some overlapping among these categories, but a "generalized" response to each area is sought.) the Quarterly, how clear a picture has it given you of research in reas?						the following types of articles?						following general types of articles?					
area is sougher,	Very Clear	Fairly	No	Not Very Clear	Not Clear At All		Definitely Too Much	Probably Too Much	About	Probably	Definitely Not Enough		Strongly	Approve	No	Disapprove	Strongly
Descriptive* Comparative**									_	-		1					
Historical																	
Quantitative Legal	-				-		-	-	-	-	-	-					

*An article whose primary purpose is to describe a situation or a condition.
**An article whose primary purpose is analytical, although it may incidentally be descriptive.

12. Indicate by checking, under the appropriate heading or headings, how you use each of the following types of articles. Mark "NA" on all alternatives not applying. In Section "B," number the article types in order of your personal preference, placing a "1" for your first choice, a "2" for your second choice, etc. Please number all five items.

SECTION A: Please check, or mark "NA"

ТҮРЕ	Used to Prepare Lectures	Used to Prepare Graduate Seminar Material	Assigned Reading, Undergraduates	Assigned Reading, Graduates	Use in Own Research	Use for Own General Backgrounding
Descriptive						
Comparative						
Historical						
Quantitative						
Legal						

SECTION B: Please number in order, "1" through "5"

PERSONAL PREFERENCE (Please number)

13.a.Do you think the title of Journalism Quarterly should be changed?

Yes No Don't Know

b. If you think it should be changed, what name would you suggest?

JOUR	NALISM QUARTERLY SURVEY4
14.	How would you appraise the over-all style of writing (as to clarity and intelligibility) presently appearing in <u>Journalism Quarterly</u> in each of the following areas?
	Comparative
	Descriptive
	Historical
	Quantitative
	Legal
15.	What do you think the primary purposes of <u>Journalism Quarterly</u> should be? (Please list in order of importance.)
	1
	2
	3
	4
	5
16.	
17.	How important a part do you feel behavioral research plays in the area of mass communications?
	Very important Quite important Fairly important No difference Fairly unimportant Quite unimportant Very unimportant
18.	How meaningful do you feel the results of most research projects published in <u>Journalism Quarterly</u> are to the readers of the publication?

20. How many years have you been reading Journalism Quarterly?

Very meaningful Quite meaningful Fairly meaningful Not very meaningful Meaningless No Opinion

Journalism Quarterly so as to be most useful to you?

19. How do you think the results of quantitative research should be presented in

JOURNALISM QUARTERLY SURVEY--5

Regression Standard Deviation

21.	a. What is the	e highest ea	arned degree you	hold?		
	Bachelor's	Master	s Ph.D	Other	No Deg	gree
	b. In what are	ea do you he	old your B.A		M. A	
	Other high	est				
22.	How many cour	rses have y	ou completed in	statistics?		
23.	How many cour communication		ou completed in methods?	behavioral so	ience research	and mass
24.			ademic rank (if		bjection to gi	ving this
25.	How many year	rs have you	been teaching	journalism? _		
26.			ry to indicate pepts, and proce		f familiarity w	ith these
		in my own	With refresher reference to textbooks I can use in my research.	I understand the implica- tions when in a report of research.	aid I can understand the impli-	I am not familiar.
Cor	relation					
Chi	Square					
Mea	n,Median,Mode					
Ana Var	lysis of iance					
Z-T	est					
Fac	tor Analysis					
t-T	est					
Mul	tiple					

27. What suggestions do you have for possible additional types of material in Journalism Quarterly?

Please return this questionnaire to the School of Journalism, University of Iowa, Iowa City. Many thanks for your help--Les Moeller.

AMPEX CORPORATION

EXECUTIVE OFFICES

REDWOOD CITY, CALIFORNIA

TO THE MEMBERS OF THE N.A.E.B.

May I take this opportunity to express my admiration of the tremendous strides that you have made in your field, and my appreciation of the contributions which educational broadcasting has made to our society and culture. Educational radio and television, through your efforts, are fulfilling a destiny which is crucial now and will be of greater importance in the future, not only for the United States, but for the whole Free World.

You have not only kept pace with the broadcast industry, but in many instances have been the leaders in developing and implementing new concepts and techniques.

Free World education faces increasingly difficult times and unprecedented problems. During these times, this country will realize the full value of the facility which you have created.

I am proud that products of the Ampex Corporation have been useful instruments to you. We accept, and will meet, the continuing challenge of providing equipment of quality and advanced design to serve your growing needs.

Cleyandes M. Comatoff

Alexander M. Poniatoff



CATIONAL BROADCASTERS

cticut Ave., N. W., Washington 6, D. C.

To Former Ishooken

De THIEL & HIU UNIVERSITY OF HI

best part of your breakful

meeting if at all

· Boad weaty

Harold E. Hill Administrative Vice President

File-Publistions Committee July 18, 1961 NAEB HEADO ATTORS 7|8|9|10|11|12|1|2|3|4|5|6Mr. Howard S. Martin Department of Speech and Dramatic Art The University of Nebraska Lincoln 8, Nebraska Dear Howard: Nothing in particular doing in the Publications Committee area, except what you've read, and on which the Committee acted in meeting at Columbus, namely, the plan to publish a "popular" magazine on ETV in the fall. It is hoped that contents will be such that there will be demand for the magazine and, if so, that it can be continued.

Vous suggestion on PACTS SH

Your suggestion on FACTS SHEETS book publication I'll pass along to our editor and to the NAEB headquarters staff for preliminary reaction.

Sincerely yours,

Frank E. Schooley Director, University Broadcasting

FESfb

ec: Harold Hill Betty McKenzie

THE UNIVERSITY OF NEBRASKA

6 July 1961

GEPARTMENT OF SPEECH AND BRAMATIC ART

> Frank Schooley 504 W. Springfield Ave. Champaign, Illinois

Dear Franks

A question and a suggestion:

First, is there anything doing as far as the Publications Committee of the NEB is concerned? As a member of that committee, I would be most happy if you could forward anything to do.

Second, I was wondering about the feasibility of the NARB Publications Committee publishing in book form the NARB "act Sheets" summary or summaries that appear in each issue of the Journal? It seems to me there is a use for such a publication, which would include all the summaries published to date. I know that it would take time to do a little editing; a few might not be "ur-to-date" any more; and if each summary was to be the same length as any other, some words of the longer ones might have to be estiminated. And, it would take a sum of money for the actual publication. But in their current losse-leaf form, they do not have the same value as they would have if published between covers. Perhaps altogether the objections would outweigh any value obtained, but I think the idea might be considered.

Again, if anything develops on which I can be of assistance, please let me know.

"ow rd S. Martin

Sincerely yours,

The D

RECEIVED RADIO STATION

September 27, 1961

SFP 2:

WILL & WIUC UNIVERSITY OF ILLINIA

Dr. Maurice F. Seay, Director Division of Education W. K. Kellogg Foundation 250 Champion Street Battle Creek, Michigan

Dear Maurice:

Enclosed is a copy of the pilot issue of <u>Educational Radio-TV</u>, just published by the NAEB.

Last April, our Board of Directors, realizing that there is a real need for a magazine of this sort, (a need not being filled by any other periodical), authorized the staff to proceed with the publication of a pilot issue. It was realized at the time that such a magazine would cost a considerable amount of money, but we felt that, if we did not fill this void in the educational broadcasting field, someone with purely commercial interests might well do so. This magazine, as you can see, is intended to serve a function that neither our more scholar-ly <u>Journal</u> nor our "family-house-organ" <u>Newsletter</u> can hope to provide. The advertising space in this pilot issue was sold for something less than actual cost, simply to have an issue that would reflect what we have in mind for such a publication if we can establish it on a permanent basis.

We sincerely believe that such a magazine is the next logical step in orderly improvement of our publication program, which has been possible during the past two years thanks to the funds provided for this purpose by the W. K. Kellogg Foundation. The \$10,000 which has been earmarked annually in the Kellogg grant for publications has permitted us to hire a full-time editor, upgrade the quality of the <u>Journal</u>, and make complimentary copies available to educational leaders throughout the nation.

While we realize that the W. K. Kellogg Foundation has provided livers of operational support and cannot be expected to provide such support in the future, I feel that you might be interested in considering a two or three year grant for the special purpose of establishing and developing the enclosed publication, while continuing to upgrade the Foundal (which can be permitted to become an even more scholarly professional publication if we have this new vehicle for the how-to-do-if articles, brokeviews, etc.).

We believe that Educational Radio-TV can be put on a self-supporting basis within two or three years. In fact, we are confident that this new publication can become a source of extra income which can be used to help underwrite the operational expenses of the Association. This fact is borne out by such publications issued by similar professional organizations, such as Audio-Visual Instruction, published by the Department of Audio-Visual Instruction of the National Education Association, which now has enough advertising revenue to return some \$15,000-20,000 a year "profit" to DAVI.

However, it will take time to build up subscriptions and advertising revenue, and it is for that intermin period that we will need support. We anticipate that publication of <u>Educational Radio-TV</u> and continuation of a full-time editor (plus the addition of more editorial assistance) and continued up-grading of the <u>Journal</u> will cost us approximately \$20,000 a year for the next two or three years. Frankly, as you well know, the Association cannot now afford that sort of "deficit" financing.

Therefore, simply as an exploratory gesture, I thought I would inquire whether or not you feel there is a possibility of the Kellogg Foundation Considering such a grant to the NAEB. If you feel that this matter is worth looking into further, we will be happy to prepare a more to prepare a more formal presentation for your consideration. And we would appreciate any comments you would care to make about Educational Radio-TV.

Sincerely,

William G. Harley

WGH/mmm

P.S. You will be getting a more formal invitation, but I do hope you can join us for our convention this year, October 22 - 26.

ble: Richard Hull

Raymond Hurlbert, Frank Schooley

Mr. Harold Hill National Association of Educational Broadcasters 1346 Connecticut Avenue, NW Washington 6, D. C.

Dear Hill:

In answer to your questions:

1. Yes.

2. One page, or five minutes orally.

3. No. 4. No.

Your good looking daughter Sandra dropped by for a visit this morning. She looked well and happy. Says she is enjoying life at the house.

Regards to the rest of the family, too.

Sincerely,

Frank E. Schooley Chairman Pablications Committee

FESTb

NAEB HEADQUARTERS 1346 Connectited Avenue, N.W. Washing Sta 167 D.C.

SEP 27

TO: All NAEB Committee Chairmen

FROM: Harold E. Hill UNIVERSITY OF ILLINGS

RE: Committee Reports at Convention

DATE: September 25, 1961

As has been the custom in the past, all committee chairmen are invited to present reports of their committee activities during the business sessions of the convention.

While it is not essential that a report be presented by each and every chairmen, it would be nice to have such a report, however brief. If you, as chairman, are unable to attend the convention, perhaps you could designate another member on your committee to present a report, and so inform said committee member.

If you care to present a report, we would appreciate your holding it to not more than 10 minutes. We would appreciate, too, your preparing your report in written form so that we may have it for the complete record of the convention and for the official files of the Association. This written report might well be only a page or two, and you could then use this as a basis for expanded oral remarks.

If you would care to have your report duplicated for distribution at the convention, this would be fine, and I would estimate that about 200-250 copies should be run off. While it is hoped that chairmen desiring to distribute their reports can have them duplicated and bring them to the convention, we will try to duplicate for you any reports sent in by October 9. If you follow the latter procedure, perhaps you can prepare the report on ditte master and send it to us in that form so that all we have to do is run it off.

For all reports to be duplicated, may I suggest the format indicated below? Such uniformity will give a better appearance to the reports.

Committee reports will be started at the first business session which will be held Monday afternoon, October 23. Those not presented at the time will be presented at the final business session on Thursday morning, October 26.

Will you please let me know by October 4 the answers to the following:

1- Do you plan to present a report?
2- Approximately how long will it be?

3- Will it be duplicated by you for distribution?

4- Will you want us to duplicate it for distribution?

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Report of the xxxxxxxxxxxx Committee

Presented at the NAEB 37th Annual Convention October 23 - 26, 1961, Washington, U.C.

mlm 9/25/61 INDIANA UNIVERSITY

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

SEP 29 1/ 33 AM 1961
September 28, 1961
UNIVERSITY OF ILLINOIS

Mr. Frank Schooley Director of University Broadcasting 228 Gregory Hall University of Illinois Urbana, Illinois

Dear Frank:

What you propose in your letter of September 26th is perfectly all right with me.

Is the meeting of the Publications Committee still scheduled as a breakfast event for Monday morning? I will do my darnedest to get there before you adjourn, but my success in doing so will depend upon the joint cooperation of the B&O Railroad and the Washington taxi drivers.

Elmer G. Sulzer, Director

Radio and Television Communications

RADIO BUILDING

EGS: vz

THE FLORIDA STATE UNIVERSITY

TALLAHASSEE TION

DEPARTMENT OF SPEECH

OCT 2 11 56 AM ~~.

September 28, 1961

WILL & WIUC UNIVERSITY OF ILLINOIS

Dr. Frank E. Schooley University of Illinois Broadcasting 228 Gregory Hall Urbana, Illinois

Dear Frank:

Thank you for your notice of the meeting of the NAEB Publications Committee at 8 A.M. Monday morning.

I wonder if it would be appropriate, Frank, for us to have on the agenda a discussion of the book review section of the NAEB's Educational Broadcasting, or whatever the hell it is we are now calling this publication. I am sure there are other matters, too, such as the format of the publication which has already been considered, and which I would like to see taken up again now that some time has gone by since the last meeting in which formating was considered.

Will you have some way in which we can get in touch with you and find out precisely where at the Marriott the meetings will take place?

Kindest regards. Look forward to seeing you on the morning of the 23rd.

Bernarr Cooper Associate Professor

BC:ew

October 2, 1961

Dr. I. Keith Tyler, Director Institute for Education by Radio-TV 154 North Oval Drive The Ohio State University Columbus, Ohio

Dear Heith:

Re: Citation for Lynn Poole

If the committee is to consider, I would be inclined to vote "YES." I have no strong feelings, but Lynn certainly has contributed much to the media and those who receive them.

Sincerely,

Frank E. Schooley Director, University Broadcasting

PESCO

ee: Franklin Dunham Vernon Bronson M. S. Novik R. B. McCarty Harold Rill

September 26, 1961

Dr. As Reith Tyles, Director Institute for Rejection by Redio - TV 154 North Ovel Drive The Chio Otabe University Columbus, Onio

Bear Beith:

In reference to my earlier letter about possible recipients of special awards and citations at the Convention, several more possibilities have been submitted to me. Attached is a copy of a letter from Fr. Williams which is self-explanatory.

In addition, when hom from Poole, of Johns Hopkins University, was noninated for the HARR Board of Directors several days ago, I sent him a routine letter notifying him of the memination. I have just received a note from him in which he declines to run due to poor health (two heart attacks in the past four years and three addential operations just this year). Harley and I thought that maybe he could be considered for a citation, because over communical stations, his "Johns Rephine Science Review" certainly made a significant contribution to the expansion of science education by television.

I suimit these recommendations to you for your consideration.

All

Berold E. Hill Administrative Vice President

EDJ/mlm ce: Franklin Dunham Vermon Bronmon Naurice Novick

H. B. McCarty Frank Schooley COLLEGE OF COMMUNICATION ARTS . DIVISION OF MASS COMMUNICATIONS . DEPARTMENT OF TELEVISION AND RADIO

WILL & WIUC UNIVERSITY OF ILLIN

Oct 2, 1961

Dear Frank,

It is very unlikely, I'm sorry to say, that I'll be at the NAEB convention this fall, and consequently even more unlikely I'll be able to make the Publications Committee meeting.

Leo won't either, I think. I'm sure Walter will, though I haven't asked him. He'll have my proxy if he needs such refinements.

I feel lousy about never getting to meetings any more. Leo has me on this APBE thing; and my share of the travel budget has to go for that. (This year the question of the hour is, what travel budget?)

More to the point perhaps is the question whether Bill realized I am at Michigan State when he put me on the committee. (MSU is rather well repersented.) Considering I haven't done one damn thing for you, please let me know what you want me to do.

Best.

Ar Held

University of Minnesota Minneapolis 14

OFFICE OF THE PRESIDENT

October 16, 1961

Mr. Frank E. Schooley University of Illinois Urbana, Illinois

Dear Frank:

Thanks for a copy of your agenda (October 13, 1961) covering the meeting of the NAEB Publications Committee on October 23, 1961 in Washington, D. C. May I comment on the items in the order in which they have been placed in your memorandum:

- 1. I enthusiastically endorse your idea of a thumbnail picture and sketch of each author, preferably at the beginning of the article (at least the picture should be there). The sketch, as is frequently done, might appear in a section entitled "Our Authors" or language of that nature. At any rate the photo and sketch are both "musts."
- 2. I have been unable to locate "the letter from the Ampex person." Was it in Educational Radio-TV? Or was it in a previous issue of MAEB Journal? If so, which one?
- 3. Perhaps all of us are reluctant to indicate our reactions to the long and boring splurge about the Washington office. Whatever criticisms we make about "Soap Serials" (and they seem amply justified) could be made of this trivia. Public relations people have long since established the fact that results, rather than words, are the basis upon which an educational project (as distinguished from a commercial product or service) should be presented to its clientele. This principle applies whether the efforts are made in behalf of a public school, a university, or an educational broadcasting organization. If the Washington office is doing a good job (and all of us trust that it is) the members will find out soon enough. The question that arose in my mind as I read the article was this: Why not a listing of the specific services the office had rendered to the members during its first year. Perhaps there might have been a tabulation of the number of letters written and received, number of telegrams sent and received, number of office calls, number of public addresses made by staff, number of staff articles in professional publications, number of ETV stations given assistance in applications to FCC, etc. These and similar activities seem to me to be the reasons for the office and the extent to which these sorts of things are done in a competent and successful manner is the only true measure of the office and its staff.
- 4. It may be difficult (and almost impossible) to secure a balance in the articles as between television and radio but there are some outstanding people who have much to say about radio and are using it effectively even though some appear to think that TV is the only medium worth attention today (a position with which I happen not to agree).

- 5. One of the functions of an editor is to eliminate editorializing. Let's all of us give Betty the "green light" to use the knife on all authors (NAEB staff included).
- 6. I feel sure that some of the top figures in the programmed learning field would be only too glad to provide articles (Professor B. F. Skinner of Harvard, for example).
 - 7. I agree on Stereo-FM.
 - 8. I agree on the "case-by-case" reports.
- 9. I have no suggestions with respect to facets of the field not fully treated in the past.
- 10. I have often wondered how books to be reviewed and individuals to do the reviews were chosen. Let's establish a set procedure:
- 11. If NAEB expects to serve the needs of its members and realize maximum returns from the advertisers, it should make continuing studies, as do many other educational publications.

Finally, with respect to the publication Educational Radio-TV. I was greatly surprised when it came to my desk. Nothing was said in the masthead about whether it was a one-time publication or the beginning of a new one. If the latter, there was nothing about its frequency. It was not designated as Volume 1, Number 1 or anything else. It did not have on the masthead anything about being entered as second class mail or that an application had been filed for such a privilege. The only information about it was on the back cover, stating that it was a new publication and that this was a "pilot issue." I wonder if it is intended that it take the place of NAEB Journal. At any rate I am confused.

Thanks again for the frankness of your agenda. If the Publications Committee is to truly serve its function, there must be the utmost frankness and let the chips fall where they may and with no exceptions.

Sincerely,

Tracy F. Tyler

Professor and Coordinator, and Assistant to the Vice President, Academic Administration

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



RECEIVED RADIO STATION OFFICE OF THE VICE PRESIDENT

1346 Connecticut Avenue, N. W. Washington 6, D. C.

OCT 18 8 40 AM

WILL & WIUC UNIVERSITY OF ILLINOIS

October 17, 1961

Mr. Frank Schooley, Director University Broadcasting 227 Gregory Hall University of Illinois Urbana, Illinois

Dear Frank:

From some of the statements of others which you included in your memo to the Publications committee, plus miscellaneous letters received by me, McKenzie, and others, it is apparent that there are two misconceptions about Educational Radio-Television. I thought you might like to know about them so that the points can be clarified at the time of your committee meeting here in Washington.

First - the magazine is not intended to replace the <u>Journal</u>, but apparently many people got this impression. And, of course, at this time there can be no firm plans for adding this publication to our existing publications program until we can figure out some way to finance it during the interim before it can become self-supporting through ads and subscriptions. Therefore, the future is currently in doubt. Perhaps your committee will have some ideas along this line.

Second, the letter from Ampex was handled like an ad. They had it printed themselves and paid to have it inserted into the magazine. Therefore, I can see no harm in the procedure. True, if we had inserted the letter gratis, then we would have been in an embarrassing position, and should give the same opportunity to other Industrial Associates. But such is not the case - they paid for it, like an ad, and thus there should be no problem.

Hope these points of clarification will be helpful to you and the committee. I hope to be able to meet with you, if at all possible, but the Board meets that morning, so I may not be able to make it. I presume that Betty will be there, however.

Cordially,

Harold E. Hill

Administrative Vice President

HEH/mlm cc: Betty McKenzie

I. Keith Tyler, Director Bette Wallach, Secretary Robert W. Donovan, Assistant to the Director

Institute for Education by Radio - Television THE OHIO STATE UNIVERSITY

154 North Oval Drive • COLUMBUS 10, OHIO • AXminster 9-3148, Ex. 280

Sponsor of The American Exhibition of Educational Radio and Television Programs

October 19, 1961

MEMORANDUM

TO:

Vernon Bronson Franklin Dunham H. B. McCarty M. S. Novik Frank Schooley Harold Hill, ex officio

FROM:

1. Keith Tyler

There will be a meeting of the NAEB Awards and Citation Committee at the Marriott Motor Hotel in Washington, D. C. on Monday, October 23 at 10:00 a.m. in my hotel room.

Agenda:

- (1) to consider proposal for a new awards system to honor outstanding young workers in educational broadcasting (for example, producers, managers, etc.) and outline plans and procedures.
- (2) to consider whether to recognize achievements of Seymour Krieger.

I Kouth Tyly

* PUBLICATIONS COMMITTEE

Frank E. Schooley, <u>Chairman</u>
Director
University Broadcasting
University of Illinois
Urbana, Illinois

Bernarr Cooper, 1962 Floridg State University

Leo Martin, 1962 Michigan State University

Arthur Weld, 1962 Michigan State University

Walter Emery, <u>1963</u>
Michigan State University

Patrick Hazard, 1963 University of Hawaii

Howard Martin, 1963 University of Nebraska

Rudy Bretz, <u>1964</u>
University of California at Los Angeles

REERIER

Presley Holmes, 1964
Wayne State University

Philip Lewis, <u>1964</u> Chicago Board of Education

NAEB Publications Committee To:

> Walter Emery Philip Lewis Tracy Tyler X Pat Hazard Howard Martin Art Weldx Leo Martin Elmer Sulzer Bernarr Cooper

From: Frank E. Schooley, Chairman

Committee meeting at Convention Re:

We shall meet around a breakfast table at the Marriott Motor Hotel on Monday morning, October 23. The hour will be approximately 8 o'clock, although I know some will be handicapped by early hour, either through loss of sleep or train travel.

VmcK

When I prepare meeting agenda, I frequently note that items are not necessarily in order. So it is here. However, to give us all a similar starting bases, I'll list some items suggested or comments made:

- picture and sketch of each author appeared at the first of each article. I for one would like to know a little more about who the various people contributing the articles are (Obviously, regarding Educational Radio-TV, October, 1961.)
- -- I doubt the ethics of including the letter from the Ampex person. This is patently promotion for Ampex, and by rights we should include similar loose letters from every other supplier.
- -- While I hate to say this and will probably get no where with this comment, I thought that the report by Harley was greatly below the dignity of a magazine of the type we want our publication to be. In fact, the whole tone of the article reverted to the informal trivia of years back that I thought we had been successful in eliminating. If the article had confined itself to a short statement of the facts that NAEB members should know, I would have no objections. I had a feeling in reading the article that Bill was on the defensive and trying (a) to justify a plush layout, and (b) to let us know how hard the staff was working.
- -- Content-wise, I got the impression that the publication was off-balance, with too many of the articles dealing with educational television and very little attention paid to radio; but I can understand the problems of an editor in the matter of material solicitation, so I doubt if anyone should be blamed for this.

- -- Underwood's column on the network departed from a factual presentation into some editorializing which I believe was out of place and unwarranted.
- -- Inclusion of articles in future issues involving programed learning and broadcasting both for radio and for television.
- -- Coverage concerning the possibilities of stereo-FM for educational purposes. It seems to me that the use of the two separate sections on a single channel might open up new avenues of experimentation other than just straight stereo.
- -- I would like to see reporting of case studies of schools and institutions with plans to employ the "case-by-case" opportunities afforded by the new FCC relaxed interpretations.
- -- Should the NAEB JOURNAL be a more inclusive publication with coverage to serve many facets of the field not really treated fully in the past? If so, what should be included?
- -- I wonder if it would be appropriate for us to have on the agenda a discussion of the book review section of the NAEB"s Educational Broadcasting, or whatver the hell it is we are now calling this publication. I am sure there are other matters, too, such as the format of the publication which has already been considered, and which I would like to see taken up again now that some time has gone by since the last meeting in which formating was considered.
- -- Should NAKE make a thorough study of News Letter, Journal, and Educational Radio-TV to learn reader and advertising interests.

oc: William Harley Harold Hill Betty McKenzie

October 13, 1961

- Server des - Kellogg grant
- HCK

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TELEGRAM

WASHINGTON, D. C.

WOULD LIKE YOU TO SERVE AGAIN AS CHAIRMAN OF
NAEB PUBLICATIONS COMMITTEE FOR 1962. BECAUSE
COMMITTEE ASSIGNMENTS TO BE ANNOUNCED IN
FEBRUARY NAEB NEWSLETTER PLEASE ADVISE BY TELEGRAM
IF YOU CANNOT ACCEPT.

BILL HARLEY

010

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VESTERN UNIO

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W RBA059 DL PD AR=RB WASHINGTON DC 16 156P EST= FRANK SCHOOLEY= DIRECTOR

UNIVERSITY BROADCASTING 227 GREGORY HALL UNIVERSITY OF ILL URBANA ILL=

:WOULD LIKE YOU TO SERVE AGAIN AS CHAIRMAN OF NAEB PUBLICATIONS COMMITTEE FOR 1962. BECAUSE COMMITTEE ASSIGNMENTS TO BE ANNOUNCED IN FEBRUARY NEWSLETTER PLEASE ADVISE BY TELEGRAM IF YOU CANNOT ACCEPT=

BILL HARLEY .=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

COPY

Sent for the information of

Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

REPETITED RAPID STATICA

1346 CONNECTICUT AVENUE, N. W. WASHINGTON 6, D. C.

February 16, 1962

WILL & WILL OF THE INVEST.

Mr.Richard B. Hull
Director
Radio & TV Broadcasting
Telecommunications Center
The Ohio State University
2470 N.Starr Road
Columbus 21, Ohio

Dear Dick:

This is in response to your letter of February 12 in which you indicate your reactions to the material sent you in re your acquisition of an individual membership. Your points are all well taken and actually, as you will see, steps have already been taken to improve the situation.

- 1. The black and yellow brochure was developed three years ago largely as an overseas promotion piece, but such investment was made in it that we have used it as a general promotion piece as well, pasting in inserts on the back pages with information on the dues, structure, etc. Ten thousand of these were printed and we still have several thousand of them on hand, which still have some utility but are not what we really need for a good promotion piece. We have already asked the Public Relations Committee to recommend a newer, more attractive and more meaningful brochure which might be produced for general promotional purposes as well as institutional memberships.
- 2. The green flyer promoting individual members we feel is acceptable, except that it is out of date, as you point out. We have also referred this flyer to the Public Relations Committee for recommendations. It probably needs only to be redone in a different color and up-dated.
- 3. The redesigning of the Directory of Members is already underway. Hill, McKenzie and Schooley, as Chairman of the Publications Committee, have already spent a good deal of time discussing this. We plan to reprint the list of individual members in the NAEB Journal once a year (thus saving about a thousand dollars over the old practice) and print the list of institutional members in a

separate directory (possibly with a spiral binding). We will no longer have separate sections for Actives, Associates, and Affiliates — an arrangement which has always been confusing—but will indicate these categories within the listings by states. This Directory will go only to the institutional, sustaining, and industrial associations, thus saving more money.

- 4. Your letter has prompteduus to take action on the "Welcome Letter". We have referred this to a special committee composed of three members of the Public Relations Committee plus Lew Rhodes, Vice Chairman of the committee for Individual Members, asking that a newer and better letter be prepared, which we will then have printed rather than mimeographed.
- 5. Thanks for the kind comments on the <u>Journal</u> and the <u>Newsletter</u>. I am particularly pleased with the new heading on the latter and believe it is really getting to look very professional. Harold and I are trying to work out arrangements to have it issued twice a month in order to keep abreast of fast-popping news.

Finally, thank you for your taking the time and trouble to react to these materials. Never hesitate to fire off a letter of this nature, because we find such sophisticated judgments especially helpful.

Cordially yours,

William G. Harley

WGH/vr cc: Harold Hill Marion Corwell Frank Schooley

Memo from the desk of: BETTY McKENZIE NAEB Publication Editor RADIO STATI

3/21/62 1 26 PM ...

Walter Emery thought you might like to see this. Smith is the guy who wrote you a couple of times regarding his manuscript on Frieda Hennock.

Walter and Dick Hull and several others read it and Walter wrote him to the effect that he thought his article presented her too much as the great shining light for ETV reservations, and that perhaps he should do some more research and then write it again. This is Smith's answer.

Regards,



BOWLING GREEN STATE UNIVERSITY

Malph to decadate President BOWLING GREEN, ONTO

CHEAR MENT OF TRUCK

March 17, 1962

Professor Valter 1. Derry College of Communication Aris - Division of Noss Communications Department of Television and Sadia Hickigan Prate University East Lansins, Misnigan

Dear Ry. Teary:

May I express my approviation for your detailed explanation on my Hannack paper. I was now; grateful to receive your communic because it is the first time since the paper has been circulated; that I have received a satisfying discussion as to its rejection.

In my research it was obvious that Mine Hermonk was as outspoken as it seems possible to be; oftentiese, her comments went beyond the bounds of civility. Certainly she seemed to have her observe. And I did not intend to imply in the paper that ETV was the result solely of her offents. The whole story of the LTV reservations, I've sure, is one or two columns yet to be written which will detail the efforts of preserves in lividuals.

I concede it is impossible to portray to entirely accurate picture of a person solely from the printed which...species, etc. Any investigation into a personality less difficult tank at cost, and all conceivable information could be obtained. For here or writted we that is what I work do. I'll plan now on contacting the individuals you indicate, and others, about Mes Hemmody.

Unfortunately it is in-contain for me to extend the Manota meeting this month, much as I'd like to. However, permaps in the course of my research I sight be made to talk with you so best permany one of these days, instead has that is no impossible distance. Select record relate from the Theorem Michigan barder. I'm serious about this, and will write later when I find it feasible to get may. Ultimately, I shall try to talk personally with some of the others you mentioned.

as you can see, I'm doubly ourlone now about Miss Hammon's. She apparently was a highly neurotic, though talented, somen. I had neard once I believe that "she liked her boose", but other than her outspokenness, little of her personally and apparent pathological nature case through in the research.

Thank you very much, Or. Levry, for your forthright comments. I shall look forward to Turther research, and my halk with you one day, soon, I hope.

Simperaly,

N. Prepalin Sapth

April 26, 1962

Mrs. Betty McKenzie NAEB Publications Editor 119 Gregory Hall Urbana, Illinois

Dear Betty:

Reference is made to your letter of April 18, to Walter Emery, in which you point out the confusion concerning policy so far as which type of articles should be included in the <u>Journal</u>.

My personal opinion is that we do need to continue the "how-to-do-it" type, and I realize these are perhaps the most popular - or at least result in the most vociferous response. However, I feel that we also need, desparately, to carry more serious and scholarly articles by recognized educational authorities (and please note that I did not say anything at all about educational broadcasters per se). I feel that we have not had enough of this latter type of article in the Journal.

If we are successful in developing the new magazine we all hope for, this problem will tend to resolve itself, because said new magazine would carry the how-to articles, and the <u>Journal</u> would then confine itself to the scholarly type. You see, in spite of all the excellent work that you have done on the <u>Journal</u>, the very scarcity (apparently) of scholarly articles has prevented it from becoming quite the really serious, professional publication it should be ideally.

I realize that now the <u>Journal</u> has to perform two services, reslly, as indicated above, but I feel it falls down a little on the truly professional approach. I, personally, would hope that we can get more of these, while still continuing (at least until the new magazine is launched) to carry the less scholarly, but nevertheless important and interesting "craftsman-type" articles. I would hope that you and Walter, and perhaps certain members of

-2- April 26, 1962

the Publications committee, could unearth the scholarly articles the <u>Journal</u> needs - perhaps even by asking certain authorities to prepare same.

In the meantime, I think it might be well for the Publications committee to look at this whole matter, and for that reason, I am sending a copy of this letter to Frank Schooley.

Cordially,

Harold E. Hill Administrative Vice President

HEH:abt

cc: Walter Emery Frank Schooley Bill Harley

Mrs. Betty McKenzie

April 18, 1962 Dr. Walter B. Emery 437 Rosewood Avenue East Lansing, Michigan Dear Walter: Thank you for your note re the article by Ballard and for your offer to look it over. I'm enclosing a photocopy for you. With a little editing, I think it makes a pretty good how-to-do-it article, and might give some readers a new idea or two. By the way, I'm always a little confused regarding a general policy for this type of article. A number of people on the Board and staff say we should head toward a more scholarly Journal, which I assume means steering away somewhat from this type of piece. However, this very type of article is the type on which I get the most favorable comments from readers. People come up to me at meetings and tell me how much help they received from, for example, Tom Petry's article "Notes on Staging for Small Studios," which appeared in May-June. 1961. (That article, by the way, talked at great length about the use of "Modulwall" units; so I don't want to be too hard on Ballard as to commercialism.) So generally I tend to just try to achieve some kind of balance between this kind of shorty step-by-step outline and the more philosophical type of thing. We've talked about this before, but if you have any further comments or feel that I'm leaning too far in either direction, I'd like to know. Now back to Ballard. If we take out the reference to Dow on page 2, line 15, and eliminate Eccles as co-author, I think we're o.k. I can also do a little editing and cut out some of the Styrofoams which are so liberally sprinkled throughout. We can't get around-and I don't feel we need to try -- the fact that it's a trade name, but we can say in a few places something like "This type of material..." instead of naming it specifically. Ballard called me this morning. He said the eliminations were o.k. with him -- though he would like to have Eccles listed, but he won't insist. He said Eccles had as much to do with the actual writing of the article as he had, and therefore he'd like to give him credit. Ballard told me he had sent a copy of this article to Art Weld, and said Art also had received copies of two other articles by people at

Dr. Walter B. Emery, Page 2, April 18, 1962

Delta College. He didn't, naturally, indicate that he had asked Art to use his influence to get published. If this latter is true, then I surely am not impressed with his approach. However, neither do I think this should influence us not to run it, if it's a good article.

Ballard is going to be in Columbus, he told me; so perhaps we can both talk to him then, if you feel it's desirable.

Well, I think that's about it. Thanks again for your note, and for looking this piece over.

Cordially,

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

enclosure

cc: Harold E. Hill

Now many times have you need by does you been posity of emping "St's best STV. " or "It's emis for sinearcon cas..." or "As assemble cases, he's part a counter... or Just stand then up in front of the operate and absent..." This approach to TP professions accomplished beyond thinks when he "...beand them is trust of the further and stand." Pirat; we "bill" small little interest the risser might have in one program. Me "will" the emphysicans of our calent. Supreparately, we "bill" STV.

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William betters.

as poster to transmission of property and some desired to Consumer Street, and Eastern and

Dr. Walter B. Emery 437 Rosewood Avenue East Lansing, Michigan

Dear Walter:

Thanks for sending along the questionnaire being sent to APBE members. I'll be interested in hearing what kind of percentage of replies he gets ... because I think I mentioned to you in Columbus that we tried this and didn't do very well. Perhaps our questionnaire wasn't well worded or something, but we received 18 replies. Of course we distributed it at the 1959 convention rather than mailing to Journal recipients. For your info, I'm enclosing a copy with the results tabulated on it. I'd like it back, as it's the only one I have.

It may well be that there's more interest in the Journal now than there was then (it's certainly easier to get articles!) and that therefore we'd have better success. Iffyou think it worthwhile, I'll be happy to see what we can do. Unless we took a page of the Journal to print it on, I don't think we could mail it with the Journal because of the second-class permit restrictions. Perhaps we could try, again, distributing them at the Philadelphia convention?

Cordially,

(Mrs.) Betty McKenzie Publications Editor

BMC/dp

cc: heh

June 5, 1962

Dr. Presley D. Holmes, Jr. 653 Laguna Drive Walled Lake Kichigan

Dear Pres:

We would like very much for you to assume, officially, the responsibility as Research Editor for the NAEB <u>Journal</u>. I realize that you have been helping Betty a great deal on the preparation of the "Fact Sheets" for the <u>Journal</u>, but we would like to make the relationship a little more "formal."

Walter Emery, <u>Journal</u> Editor, and Eruce Westley, chairman of the NAEB Research committee, are very much in favor of this arrangement, and, of course, Betty is enthusiastically for it. If it adds anything, Bill Harley and I both think it a fine idea, also.

Therefore, I hope that you will accept this responsibility and I will leave it to you and metty to work out the details of just what this will entail. And I trust that Betty will make mention of this new appointment in a forthcoming issue of the Mewsletter.

Thanks in advance, and I want to assure you that all of us concerned appreciate very much the fine work you have done for the Journal so far.

Cordially,

Harold E. Hill Vice President

HEH : abt

cc: Betty McKenzie Walter Emery Bruce Westley William Harley Mr. Frank E. Schooley Director of Broadcasting 227 Gregory Hall University of Illinois Urbana, Illinois

Door Frank:

Thanks for offering to write the Publications Committee members re Harold's letter of April 26 as to types of articles appearing in the Journal. As you suggested, I'm listing below the articles that have appeared in previous issues which I think are the type Harold means that we need more of, and I think Walter and I basically agree with him. If Walter has other suggestions, you'll probably hear from him direct, as I'm sending him a copy of this too.

- Armand Hunter's "The Way to 1st-Class Educational Citizenship," July-August 1961.
- Frederick Breitenfeld's TThe Pedant and the Clown, "
 July-August 1961.
- 3. Stanley Handleman's "The Silent Partner," September-October 1961.
- 4. Louis Forsdale's "Is IV Accessible?"
 November-December 1961.
- 5. Thomas Clark Fellock's "Educational Broadcasting -- Schoolroom of the Future," January February 1962.
- 6. F. Brooks Sanders* "Was It a Good Program?"
- March-April 1962.
 7. Lloyd Morris's "Ground-Based vs. Air-Based ETV,"
 March-April 1962.
- 8. Harry Skornia*s "FREE TV?"
- March-April 1962.
 9. Musmanno's "Educators and ETV,"
 November-December 1961.

Actually, we're getting a few more of these than we had in the past, but we could use suggestions as to authors and topics—and if committee members know prospective authors personally, that might help us get some we couldn't otherwise.

Mr. Frank E. Schooley, Page 2, May 11, 1962

As to the other "how-to-do-it" type of article, we can use more good ones of those, too. Hy choice as to the best ones of this type we've had over the last couple of years are:

- "Force in Camerawork," by Colby Lewis,
- January-February 1962. "New Techniques in Radio Production," by Karl Schmidt,
- January-Pobruary 1962.
 3. "Notes on Staging for Small Studios," by Thomas Petry,
 hey-June 1961. (This article seems to have been
 most popular, though I dish't think too much of
 it, really, at the time I printed it...but at least a dozen people have mentioned to me apontaneously either in letters or in person how such bhay they received from it.)
- "How to Choose a TV Teacher," by Garry Simpson, May-June 1961.
- The two articles about the director, by Rudy Bretz, March-April 1961.
- "The Camera with the Picture on the Front," by Sudy Bretz, March-April 1960.
- "On Blowing One's Own Horn, I by Thomas Patry, March-April 1960.
- "If Visuals Aren't Good, Don't Use Them!" by Presley Helmes, Educational Radio-TV, October 1961.

Thanks again for your help.

Cordially,

(Ara.) Botty McMensie Publications Editor

ec. Harley Hill V Energ

Der ger ger for.

Publications Committee, NAEB Bernarr Cooper

Bernarr Cooper
Leo Martin
Arthur Weld
Walter Emery
Patrick Hazard
Howard Martin
Rudy Bretz
Presley Holmes
Philip Lewis

December 10, 1962

Sorry to be late also
only have last 2 inues
(the next are in Honolulu!)
Send me the next + Id be
Slad to do rest.
Pat Hozaw

Gentlemen:

As one last deed by a retiring chairman, I've agreed to have our committee make an analysis, or analyses if you prefer, of the NAEB JOURNAL for the past six issues. It would be helpful if we'd analyze what's appeared in the JOURNAL. From the study or survey we might come up with some findings that would enable all of us to improve the publication, or the NAEB publications.

For example, if the JOURNAL is to be scholarly, should it carry certain types of articles? Should some go into the NEWSLETTER? Or, should there be a "popular science" type of publication which would carry more of the popularized stories on radio and television education, and the many how-to-do-it articles?

So, would you help by checking on the attached sheets your evaluations of the articles that have appeared. Please return to me sometime this month. I'll compile the data and pass along to you, and to the next committee, and to the staff.

Season's greetings from a guy who doesn't like questionnaires.

Sincerely, Thank & Solicole

Frank E. Schooley

Chairman

Publications Committee, NAEB

Perd -63 BOARD OF EDUCATION City of Chicago 228 NORTH LASALLE STREET Chicago 1, Illinois PHILIP LEWIS Telephone DEarborn 2-7800 Director Bureau of Instructional Materials December 31, 1962 Dr. Frank E. Schooley Chairman Publications Committee, NAEB 14 Gregory Hall University of Illinois Urbana, Illinois Dear Frank: It was with regret that I learned in your letter of December 10th that you were retiring as Chairman of the Publications Committee of the NAEB. Please know that it was a real pleasure to work with you and I trust that we'll have another opportunity to do so in the future. I've tried to check the questionnaire to the best of my ability. Some of the areas are not clearly defined. I feel, however, that the nature of the Journal is pretty well represented as is. The few modifications that I would suggest, would be more emphasis on presentations with some "permanency." The write-ups with a more transient character could be in the Newsletter or the "popular science" type of publication. Some of the listings duplicate. Hope you have a fine New Year. Cordially yours, Philip Lewis Director Bureau of Instructional Materials PL:mb Encl: Questionnaire



Mr. Frank E. Schooley Chairman NAEB Publications Committee 227 Gregory Hall Urbana, Illinois

Dear Frank,

It is readily understandable why you don't like questionnaires, especially if you have received many of a nature similar to the one you sent out.

Enclosed please find said questionnaire.

Each article and feature of the 1962 issues of the NAEB Journal has been evaluated, including the Research Fact Sheets, which I couldn't find on the questionnaire.

Since the purpose of this study was to analyze the contents of the Journal, one evaluation per article seems sufficient. Therefore, there are blank spaces in the questionnaire. The busy work of finding cross references to the same article can be handled on your end, if it's necessary.

Best wishes for a joyous and happy new year.

Preslet D. Holmes, Jr.

THE UNIVERSITY OF THE STATE OF NEW YORK THE STATE EDUCATION DEPARTMENT

ALBANY 1

DIVISION OF EDUCATIONAL COMMUNICATIONS

LEE E. CAMPION, DIRECTOR

GR 4-5923

WHEL & MIC January 4, 1963

Mr. Frank E. Schooley Chairman Publications Committee, NAEB 119 Gregory Hall Urbana, Illinois

Dear Frank:

Sorry the attached was held up but what with the holidays and the busy work schedule, couldn't get around to it any faster than this. Hope this is helpful.

Kindest regards,

Bernarr Cooper

Consultant in Educational

Television

BC/cd Enclosure: UNIVERSITY OF CALIFORNIA

ACADEMIC COMMUNICATIONS FACILITY LOS ANGELES 24, CALIFORNIA

MAR 15 2 WILL & WIUC UNIVERSITY OF ILLINOIS

Mr. Frank Schooley Gregory Hall University of Illinois Urbana, Illinois

Dear Frank:

Believe it or not I finally dug down to the bottom of the pile of stuff that accumulated while I was in Australia and discovered your December questionnaire. Assuming it is too late to contribute at this late date, I merely tender an apology. If, however, you want my contribution still, I will be glad to provide.

Cordially,

Rudy Bretz, Head Planning and Development Educational TV Professor Walter B. Emery Michigan State University College of Communication Arts East Lansing, Michigan

Dear Walter:

Think nothing of it. I have a whole folder of unanswered questionnaires. I'm getting tired of answering everyone's master's and doctoral questionnaires. I don't have the time. If you can get to the questionnaire within next two or three weeks, we'll include data in the compilation.

I'll be in Chicago. Sorry I'll miss this week-end in East Lansing. I'll probably send my boy in my place (Fred - named after Siebert) because I have some rather firm commitments here. I didn't know we were going to back into NGAA playoffs.

Schooleys are all fine and busy. Regards to the Emerys.

Sincerely,

Frank E. Schooley Director of Broadcasting

FEST

COLLEGE OF COMMUNICATION ARTS • DIVISION OF MASS COMMUNICATIONS • DEPARTMENT OF TELEVISION AND RADIO

March 9, 1963

MILL & WIGO

Dear Frank:

Is my face red? I am terribly embarrassed. Running through my personal file (which is stacked high) today, I came across your questionnaire about the <u>Journal</u>. You deserve better service and more consideration from your old friend and admirer. All I can say is, that Leo Martin has been on sabbatical leave this year and I have had double duty, and I have let my personal correspondence pile up. I doubt if I have many of my old friends left, because I have been so neglectful.

Is it too late for me to try to answer the questionnaire? If not, I'll give it some time next week and give it my best judgment. I was sorry that you felt it necessary to resign as Chairman of the Committee, but I know how you feel. I want to get rid of some committee assignments myself and have more time to write. All my life, it seems, I have been afflicted with "committeeitus".

Fred Siebert got off to Europe the other day. He and his wife will be away for two months. John Marston will be holding forth for the period as acting Dean. Things seem to be going along here pretty well. I have been asked if I would be interested in a \$19,000 job in another institution, but I am pretty happy here with less money, aand when you get passed fifty, you need think pretty hard before making a change. The people I work with here are pretty fine people and I do get a lot of satisfaction from my associations and work. But, of course, filthy lucre has its attraction and its kind of nice to think what you could do with a little extra money.

Hope you and your family are well. Do you plan to be at the Chicago meeting? (Why, of course, I am looking at the program and see your name on it). I hope we can get together for a session and "twist the tail of the cosmos" in this age of satellites.*

Valle Walter B. Emery

^{*} Say, that's a h-11 of a figure to conclude a letter. Sound's like high school oratory.

Mr. Gerard L. Appy Associate Director Georgia Center for Continuing Education University of Georgia Athens, Georgia

Dear Jerry:

Thank you so much for your cordial letter of April 15th,

Like you, I am not in love with Bill Harley's proposed re-organization plan. I do, however, admire his initiative in presenting some sort of plan-even a bad one.

In spite of numerous requests, no one else has sent me any part of a plan for re-organization. All I have heard is irresponsible talk about "the NAEB had better do this (or that)---or else."

As you know, we, the members, are the NABB. (This is not true of some other organizations.) If reorganization is needed (and it is, in my opinion), we have an obligation to propose methods of accomplishing it.

I would be most grateful to have your comments and those of all other NAEB members from ETV stations.

It was a pleasure to be with you at the Region II Conference, and I look forward to seeing you soon again.

Cordially.

General Manager KTCA-TV

St. Paul 13, Minnesota

cc: Managers of all ETV stations NAEB Board

NAEB HEADQUARTERS 1346 Connecticut Avenue, N.W. Washington 6, D.C.

MEMORANDUM

MILL & WIND

TO: NAEB Board of Directors PROCESTY OF MELTING

NAEB Publications Committee

FROM: Harold E. Hill

DATE: April 23, 1963

At the business meeting held at the Region III meeting in Chicago last month, those NAEB members present took certain action in connection with NAEB publications which they requested be passed along to the Board and the Publications committee.

The group voted (18 - 12) that Region III recommend to the NAEB Board of Directors that the <u>Journal</u> be a trade association publication and that when feasible a professional journal be established.

The group further suggested that the staff seek a vote on this matter at other regional meetings. However, the only one held since that time was the Region II meeting in Tampa, at which no business sessions were held, therefore there was no opportunity to discuss the matter or take a vote.

NAEB HEADQUARTERS 1346 Connecticut Avenue, N.W. Washington 6, D.C.

MEMORANDUM

TO: NAEB Board of Directors

NAEB Publications Committee

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PRESIDENT'S RAPIO MEMO

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue, N.W.

Washington 6, D. C.

Phone North 7-6000

Volume II No. 4

April 1963

Restructuring

The staff and the Planning Committee of the Board, is now working on a general plan for reorganizing the Association in an attempt to develop a structure which will provide for more adequate representation of various interest groups, involve individuals in their area of concern, and afford more self-determination by the various categories of membership in the advancement of their particular interest.

I have had the opportunity now to "try out" several versions of this general plan on Regional Meetings II, III, and VI and the Affiliates ETV group. Although there seems to be common agreement that some changes are needed, there is none on how this should be done. Understandably if you make a confusing presentation, you can expect a confusing reaction. It is clear to me now that the preliminary proposals were too amorphous, too complex, and too pretentious. We must now lay out a definite blueprint, complete with full "specs," cost data, and illustrations of how such a structure would operate and what precise purposes it would serve.

Such a plan will be prepared for submission to the Board for consideration in June. The plan, as adopted by the Board, will then go to the Constitution Committee for translation into constitutional changes. The proposed constitutional changes will then be distributed to the membership for study in preparation for a vote at the convention.

The Multiplied Individual

It's one thing to write a prescription; it's another to get it filled.

As an association executive, I'm acutely aware of the problem that is posed by the tendency of members to think of themselves as one group and their officers as another; "they" and "we" rather than thinking in terms of "us." It's our Association and what it accomplishes is only through our cooperative effort. True, in any organization this large, there are people who have conflicting interests, who want to be satisfied, and this frequently must be done by having them translated into a general good. This means extensive discussion must precede major decisions; it means there must be organizing and coordinating efforts of many people, but all with the aim of group betterment. By advancing the group cause, we can best fulfill our individual purposes.

It's true that we emphasize in our society individual effort and voluntary action. Yet all of us, as individuals, belong to various groups. And the effectiveness of these groups determines to a large extent the degree to which the individuals can function adequately in their work and have an environment which permits them to achieve the fullest development of their professional potential. Individual participation in voluntary groups allows people to maintain a degree of freedom and power impossible for the isolated individual. Together people can accomplish projects one person could not and the stimulus of the group can enhance the effectiveness and worth of each individual. As I said in Philadelphia, it is only through the united effort and individual cooperation that we, as individuals, will attain the status of professionals; it is only through the conviction and determination of the individuals that we will know progress as a profession.

Current Activities

In talks to NAEB groups around the country in recent weeks, I have been describing current activities, and, since not all of them have been reported elsewhere, I thought I might include some of this material here.

One of NAEB's traditional roles has been to insure that education's stake in the electronic spectrum is preserved and protected; this year we have conducted a number of special projects of this nature. As a follow-up to the study on the needs of education for television frequencies and the study of educational applications of satellite relays, we have been involved recently in two new projects. The first is a pioneering achievement in the analysis of the UHF portion of the TV spectrum, to determine by digital computer methods the most efficient and usable distribution of available television channels. This report shows the possibility of a saturated UHF table of 2,583 assignments; this means that we have found it feasible to add over twice the number of usable channels to the present table of allocations.

The second project is a study of technical standards required for microwave inter-connections for educational use.

By using the basic information that we have as a result of the spectrum survey and the knowledge which the computer has stored up as a result of the UHF saturation study, we can provide the FCC with valuable data on the problems of microwave frequency use and assignment in relation to the needs of education.

Another major project, which we will be finishing this month, is a nation-wide inventory of professional personnel available for various categories of educational television, together with recommendations regarding the type of training programs and other learning opportunities which will produce the numbers and quality of personnel required to fit the indicated needs for ETV manpower.

In addition to these various research projects which we have been carrying on under contract, we have been doing some informal research. We recently completed a survey of all state ETV agencies to determine what funds might be lost to ETV if the supplemental appropriation for the ETV facilities act is not passed at this session of Congress.

We are currently tabulating the results of a survey conducted by our Television Advisory Committee, which will result in publication of a report on various financial aspects of ETV station operation.

In cooperation with the Radio and Television Advisory Committee, we recently mailed a questionnaire to all institutional members asking for reactions to current NAEB services, suggestions for possible new or expanded services, and asking questions about financing NAEB services.

These two committees are now working on plans for a series of NAEB "Primers"--simple booklets which answer basic questions on how to get a radio or TV station on the air. One idea is to have a series of articles run in the Journal and then have reprints made up for package distribution.

Convention

The 1965 NAEB Convention will be held in Milwaukee, November 17-20, at the Schroeder Hotel. We realize that this is a month later than usual, but it was impossible to arrange for hotel space in October. The staff and permanent Convention Committee are already deep in the program planning aspects, and the Milwaukee Committee is working out the arrangements for hospitality, meeting rooms, etc. I think you can look forward in Milwaukee to a stimulating session and plenty of gemutlichkeit.

New Journal Format

We are constantly striving to improve our publications, which we realize are not what they might be if we had more money to put into them. But the January-February issue of the Journal reflects some of the steps now being undertaken by the staff and the Publications Committee to make as many improvements as possible within the means available. We feel that the new format gives the Journal a more professional appearance, and we hope you agree. We are also considering an arrangement whereby four issues of the Journal would be highly "professional" in nature, with the other two serving a broader purpose, because we realize that the lack of a general magazine forces us occasionally to include items in the present Journal which do not properly belong in a truly profession journal.

International Activities

Three months ago the NAEB entered into a contract with the Government of American Samoa to supervise the installation of a television system for the Samoan schools. We will be responsible for plans for transmitters, studios, all design engineering, and the employment of station and teaching personnel. The exciting aspect of this project is that this will be the only case anywhere in the world where an entire national school system is planned to utilize TV as the core of the instructional process. It will become an international showcase--a sort of "Hagerstown of the South Pacific."

Our two-year contract with AID to provide assistance to the Republic of the Sudan in radio was originally scheduled to terminate next month, but AID has extended it until June, 1964. We believe this is a good indication of the value of the project to the Sudanese government.

Seminars

As an earnest of NAEB's interest in the rapidly expanding area of instructional broadcasting (particularly closed-circuit TV), the NAEB will hold a conference on Instructional Broadcasting at the University of Illinois, May 12-15. This meeting will include formal papers, group discussions, and an opportunity to see and hear out-standing examples of instructional radio and television programs. The Steering Committee will meet in Chicago April 8th to work out details.

We are also making tentative plans for an educational <u>radio</u> seminar at the University of Wisconsin toward the end of the summer. Whether this goes forward will depend largely upon the degree of interest registered. An exploratory committee has been appointed to determine the feasibility of following through.

ETV Appropriations

As we "go to press," the HEW people have just concluded an appearance before the Senate Subcommittee on Deficiencies and Supplements (requesting \$2 million for fiscal 1963). They will be heard before the Senate Subcommittee on Labor, Health, Education and Welfare (requesting \$7 million for fiscal 1964) tomorrow (April 3rd).

On March 19 and 22 hearings were held before the opposite number committees of the House. The presentation was made by Ivan Nestigen, Undersecretary of HEW, accompanied by John Bystrom, Assistant to the Secretary (for TV).

In my judgment, there is basis for cautious optimism, especially from the standpoint of the early scheduling of the hearings. One of the major concerns about the supplemental was that the hearings on this request might be held so late in '63 that there would be no point in appropriations to begin a new program at the tag end of the old fiscal year.

HEW officials estimate they could get out materials within 30-45 days after funds become available and could begin making grants within 60-90 days later to some applicants in favorable position, i.e., appropriate FCC authorization, available matching funds, and no competing application or unfavorable comment from their state.

Dates and Events

- April 18-20 Alpha Epsilon Rho Convention, Hotel President, Kansas City, Missouri.
- April 20-26 DAVI Convention, Denver, Colorado.
- April 22-23 Conference on Broadcasting and Mental Health, Hotel Thayer, West Point, New York.
- April 24-26 U. S. National Commission for UNESCO, Washington.
- April 28-30 ETV and Higher Education--Airlie House, Warrentown, Virginia. Sponsored by JCEB and ACE.

COLLEGE OF COMMUNICATION ARTS - DIVISION OF MASS COMMUNICATIONS
DEPARTMENT OF TELEVISION AND RADIO

may 14, 1963

Dear Frank:

Please excesse the nuconainable delay. Since I am edite of NAEB Journel, I got the idea of baring my billiant graduals assistant to classify the articles. note his standards of Evaluation. 2 find mopelf pretly much in agreement, though 8 might not have classified a few of them in A as he did. Succerely, Walter Emery

NAEB

PRESIDENT'S MEMO

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue, N.W.

Washington 6, D. C.

Phone North 7-6000

Volume II No. 5

May 1963

Florence Agreement

Things are finally moving on the implementing legislation which will allow the U. S. to ratify, at long last, the Florence Agreement.

The major purpose of the Agreement, as you recall, is to make it easier to import educational, scientific and cultural materials. It reduces tariff and trade obstacles to the international circulation of these materials, permitting organizations and individuals to obtain them from abroad with less difficulty and at less cost. It is of importance to educational broadcasters, because the Agreement provides for free importation of materials, including, in addition to publications and documents, works of art, scientific instruments or apparatus, and articles for the blind, visual and auditory materials of an educational, scientific or cultural character.

The Agreement makes importation of these materials easier in three ways. First, it removes direct customs duties completely. Second, contracting states undertake, insofar as possible, to grant foreign exchange for importation of materials covered. Third, it binds contracting states to continue their efforts to abolish or reduce other restrictions and to simplify administrative procedures governing importation of these materials. Some 40 countries have already ratified the Agreement.

The United States participated in drafting the Agreement in 1950; it signified its intention to ratify by requesting that a special protocol be annexed to the Agreement to facilitate its participation.

In 1959 the United States signed the Agreement; the Senate consented to ratification on May 26, 1960. Draft legislation incorporating the necessary changes in the tariff law was then drawn up by the Department of State. The draft bill was submitted during the second session of the 87th Congress by Chairman Wilbur D. Mills of the House Ways and Means Committee. No action was taken on the bill during the 87th Congress.

Because of the passage of the Trade Expansion Act in 1962, certain technical changes are required in the bill before it can be submitted to the present session of Congress. These amendments have now been worked out and a final version of the bill has been cleared for submission to Congress. Once again, the bill will initially be considered by the House Ways and Means Committee.

When a hearing is scheduled, NAEB and other interested parties will be given an opportunity to appear.

The following is the second in a series of "profiles" on agencies with which NAEB is affiliated or which are working in our area of interest.

The Educational Media Council

The Educational Media Council, an incorporated non-profit association, was formed in 1960 to coordinate efforts among professional, governmental and industrial organizations in the educational media field.

Educators and the producers of educational materials and equipment in the media fields are confronted with many mutual and complex problems. Solutions to such problems in the best interests of education frequently call for the combined efforts of a number of national organizations.

NAEB along with 11 national professional and business organizations, each with a primary concern in the educational media fields, initially created the Educational Media Council to answer this need.

The Council meets four times a year

-to discuss problems relating to the educational media
- to plan research, conferences, and seminars
-to arrange for the dissemination of information required for the more effective use and development of the educational media
-to invite leading representatives from related fields and programs to contribute to the thinking and planning of the Council
- and to undertake appropriate action programs through working committees.

The EMC enters into contracts, assuming obligations and accepting funds for projects consonant with its objectives. It is as a contracting agent that the EMC receives its basic financial support. The U.S. Office of Education has contracted with the EMC for two major projects:

Educational Media Index...The current urgent need for bibliographic control of new educational media has been expressed by educational and library leaders throughout the United States. A National Directory Project Committee was appointed to plan and execute the production of the Educational Media Index for initial publication in 1962 and continued annual maintenance or revision.

Dissemination Program...The EMC is initiating a series of publications designed to provide school administrators, teachers, school boards and others with well-illustrated, readable information on educational media. This program is being planned by a Dissemination Projects Committee.

Constituent members of EMC are:

Board of Directors

Charles F. Schuller, Chairman Representative-at-large, Director, Audio-Visual Center, Michigan State University

Carolyn I. Whitenack, Representative-atlarge, Associate Professor, Library and Audio-Visual Education, Purdue University

Dan Lacy, Director, American Book Publishers Council

Irving Lieberman, Director, School of Librarianship, University of Washington

Robert E. Slaughter, Senior Vice President, McGraw-Hill Book Company

Margaret Gill, Executive Secretary, Association for Supervision and Curriculum Development

P. Kenneth Komoski, President, Center for Programed Instruction

James D. Finn, Chief Investigator, NEA Technological Development Project

Emily S. Jones, Administrative Director, Educational Film Library Association

Ben Edelman, Assistant Manager, Government-Industry Relations, Western Electric Co.

Thomas P. Robinson, Consultant, Learning Resources Institute

Don White, Executive Vice President, National Audio-Visual Association

Robert B. Hudson, Vice President for Programming, National Educational Television and Radio Center

American Book Publishers Council

American Library Association

American Textbook Publishers Institute

Association for Supervision and Curriculum Development of the National Education Association

Center for Programed Instruction

Department of Audiovisual Instruction of the National Education Association

Educational Film Library Association

Electronic Industries Association

Learning Resources Institute

National Audio-Visual Association

National Educational Television and Radio Center

National Association of Educational Broadcasters

William G. Harley, President, National Association of Educational Broadcasters

National University Extension Association, Division of Audio-Visual Communications

Lee W. Cochran, Executive Assistant, Extension Division, State University of Iowa

University Film Producers Association

John Mercer, Chairman, Department of Printing and Photography, Southern Illinois University

Close Call for ETV Supplemental

Last week after the House, which was expected to be the only source of opposition, had approved the appropriation of $\frac{1}{2}$ million for funding the ETV facilities act for the balance of fiscal '63, the Senate Appropriations Committee knocked it all out! Reason: the Subcommittee was given to understand that HEW would not be able to get out the rules and regulations governing applications for grants until June 15--only two weeks before the end of the fiscal year! Accordingly, Senator Pastore and his colleagues felt there would be insufficient time in which to spend the money in '63 and recommended that no supplemental appropriation for ETV be made.

Actually, HEW has had the rules and regulations all typed up, approved, and read to go for months; it could not get them printed or distributed in advance, because technically the HEW-ETV Administration isn't "in business" until Congress appropriates funds.

Secretary Celebreeze immediately addressed a letter to Senator Magnuson, with a copy to Senator Pastore, explaining the situation and indicating that HEW stood ready to distribute the rules and regulations within 24 hours.

Senator Pastore agreed to accept a motion to restore the amound recommended by the House and today (Wednesday), in the absence of Senator Magnuson, Senator Humphrey made the floor speech and requested that \mathfrak{Al}_2^1 million be added to the Supplemental Appropriations Act for 1963. His proposal carried the endorsement of Senators Dodd, McGee, Magnuson, McIntyre, and Cotton.

The total bill, of which ETV is a part, will now go to conference*and, with luck, might reach the President's desk for signing this weekend.

Many ETV people, who communicated their concerns to their senators, can share the credit for helping to bring off this salvage job.

*The Senate session differs in that it allocates \$40,000 rather than \$75,000 for staff salaries.

Mrs. Betty McKenzie Publications Editor NAEB

Dear Betty:

Herewith, the compilation of data from last year's Publication Committee members. The effort was made to analyze the types of articles appearing in the NAEB JOURNAL for a period of a year.

Now that the judgments have been expressed, I'm not so sure how helpful the findings will be. There appears to be much disagreement even among committee members. However, there are certain types of articles in which there is general agreement. Perhaps, in considering any future changes in the JOURNAL some of the opinions will be helpful.

I have the individual polls should you care to have them.

Sincerely,

Frank E. Schooley Retired Chairman NAEB Publications Committee

FESTb

cc: Harold Hill

Memo from the desk of: BETTY McKENZIE NAEB Publication Editor

7/18/63

To Frank Schooley

Dear Frank:

Your compilation of data from the Publication Committee members arrived while I was on vacation, and I've just had a chance to glance at it now. I think it will be quite helpful to me in trying to decide about articles to maintain "editorial balance." Also, of course, it will be brought to the attention of the current committee, and Walter Emery and Pres Holmes.

Thanks very much.

Sincerely,
Betty

NOTE: THE OF ILLINO:

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BECENED STATE

TO:

NAEB Publications Committee NAEB Publications

FROM:

Hugh Cordier

DATE:

September 19 1963

SEF 3

Would you please reserve 12:15--2:00 p.m.s.; Wednesday, November 20, for a luncheon meeting of the Publications Committee.

We'll meet at the Hotel Schroeder Dining Room and, following luncheon, adjourn to a room that will be available for our committee meeting.

The agenda will include the following items:

1) A proposal for a survey to determine the number of colleges and universities that grant "publication" credit to faculty for air work.

Following receipt of an article and bibliography from Betty McKenzie for review, Presley Holmes (Ohio University) wrote as follows:

The thing that interested me most was in the bibliography. In the 'List of Publications,' under BOOKS, there are two items which refer to series of audio tapes (for modern language teaching).

It occurs to me that this could be a boon for radio and television in education, if professors are given 'publication' credit for using these media.

This leads me to the suggestion that perhaps the publications committee could do a survey on this matter. If there is a trend in this direction we might change the old saying 'publish or perish' to something more up to date, such as 'media or obitua.'

Holess' suggestion received an enthusiastic second from Harold Hill. He stated:

I know that there has been a great deal of discussion about such 'credit' being given to faculty members who do air work, but nothing concrete ever seems to come of it. However, I do know that at Oklahoma they keep (or at least, used to) a record of all faculty appearances on the university's station and this is compiled into a report each year and sent to the Provost. I understand that there they did give 'publication credit' for air work.

I believe that this would not only fall within the purview of the NAEB Publications committee,

but I also believe that it is going to take some prodding by department heads like yourself to make much headway with university administrations in this regard. I hope that something fruitful can come of this -- it would certainly make it a lot easier for our stations to get faculty agreement to appear on the air.

Also in response to Pres Holmes' letter, James Fellows reported:

I have asked Ru Hill at Syracuse University to send everyone copies of a Syracuse University publication which does this very thing, including not only radio and television but music, art, preparation of special papers to be presented at professional meetings and other related material.

There is certainly room for additional study of whether this occurs at other universities. Off hand, the chances are probably against it, but the Syracuse University effort may stimulate some interest on the part of others.

2) A proposal to use the January-February issue of the NAEB Journal as a yearbook.

In response to Betty McKenzie's memo of September 10, I forwarded the following comments to Harold Hill:

Here's a predicament for you! I enthusiastically support the proposal for a NAEB Yearbook, but I'm not the least bit enthused about sacrificing one issue of the Journal for this purpose.

Instead, would it not be feasible to use the budgets presently allotted the "Directory of Institutional Members" and the "Annual Report" as the basic budget for the proposed Yearbook? The materials from both of these publications are naturals for inclusion in the Yearbook. Granted, the combined budgets would be insufficient to initially include all the items suggested in Betty McKenzie's memorandum of September 10. However, it seems to me that a priority-rating could be assigned to each of the items. Then, as increased income from the sale of advertising space 'fattened' the budget, the total scope of the Yearbook could be enlarged in a gradual, pre-determined fashion.

Harold, I must confess that, as yet, I'm not familiar enough with the total publications picture to evaluate the practicality of this counterproposal. However, if it is practical, we would

be in the enviable position of "gaining a son without losing a daughter."

3) A discussion of publications responsibility.

For your approval, the following division of responsibility is proposed:

- a) Broad general policy (what publications there should be, how often each should appear, budgetary limitations, advertising policy, staff appointments, other considerations regarding the place of publications in the over-all NAEB picture).
 - Should be decided by Board or Officers, on advice of Publications Committee and staff.
- b) Execution of general policy (which should be clearly defined and to include long-term plans, general content, general format, general tone of each individual publication).

Should be responsibility of the editor-in-chief of each publication. He may delegate the responsibility to other editors if he sees fit. He can also seek help from the Publications Committee.

c) Production of each issue (balancing content, format, typography, choice of illustrations, correspondence with authors, editing individual articles, writing heads and captions and perhaps other explanatory matter, printer relationships).

Should be responsibility of the managing editor.

- 4) The development of a system for the solicitation of articles for the NAEB Journal.
- 5) A discussion of Thomas Petry's suggestion (see NAEB Journal, July-August, 1963, p. 8) to "have more (some) professional articles from the related disciplines, e.g., audiovisual, communications theory, audience research methods, public opinion, psychology, sociology, education, etc." in the Journal.

Prepared by:

H. V. Cordier Department of Radio/TV University of Illinois Urbana, Illinois 61803

RADIO STATION

SEP 25 8 78 AM September 23, 1963

WILL & WIUC UNIVERSITY OF ILLINOIS

Mr. Harold Hill
National Association of Educational Broadcasters
1346 Connecticut Avenue, N. W.
Washington, D. C. 20036

Dear Mr. Hill:

In response to Betty's request for suggestions as to what a yearbook might contain, I submit the following.

A yearbook should be a reference book, self-revising every year, carrying lists, data, names, etc. which alter from year to year. I don't think it should contain a great deal of material such as the NAEB constitution which is not at least in part, new and different. Ideally, it should constitute a complete and up to the year reference on the educational broadcasting and the instructional television field. It should also, if possible, incorporate information pertinent to the field of professional broadcasting education.

I am looking through the H. E.W. publication "Educational Teleguide" and it seems to me that an up to date reference on all such material would be most useful. Taking the contents of Educational Teleguide in order, I would suggest as follows:

Page 1 -- Non-commercial reservations. Very useful. There are sufficient additions, deletions, drop-ins, etc. each year to merit reproducing the entire list. It can be condensed in space, of course. Changes since last year should be identified as new.

Page 9-- New books--list only those which have appeared during the year.

Page 12 -- Other publications. Ditto whatever has appeared during the year.

Page 16 -- Organization. Very important. Suggestion of adding a brief description of each is good. Also add a short resume of important activities and progress during the year.

Page 16 -- Foundations. Not useful. Of historical interest only. If this list were limited to grants made during the year, and some indication of recipient and amount of grant, it might have more value.

Page 18 -- GCTV. Very valuable. It needs annotation however. Number of students served during the year. Operating budget last year--something to give a hint about dimension. Perhaps a series of symbols could be used: R-140, S-1, C-2, N-3,500 might indicate 140 receivers, 1 studio, 2 cameras, serving 3500 students, etc. Type of application could also be shown.

Page 24 -- Same for military installations.

Page 25 -- AF TV stations -- good. Add information on Armed Forces radio and television network with names and addresses.

Page 26 -- Networks - good.

Page 28 -- ETV stations - good. Add date of establishment.

Page 33 -- Stations under construction - good.

Page 34 -- Applicants - good.

Page 35 -- Courses. Almost everyone gives an orientation course now. I suggest this be limited to schools teaching lab courses in TV.

Page 42 -- Research. Good. List new research reports which have appeared during the year. List research under way if possible. The annotations are very helpful.

Page 64 -- Colleges granting credit, etc. -- of doubtful value.

Page 73 -- Schools making regular use -- a hint as to how much use in terms of programs per week and what kind of use, in terms of inschool lessons, school public relations on commercial stations, etc. would be necessary if this is to have value. Again, symbols would do it.

Brief bibliography of significant articles appearing during the year would be useful. An editorial committee might make the selection, thus letting you off the hook.

H. E. W. money applications and allocations would be useful. Title 7 grants should also be listed briefly.

The years history of legislative progress, in Washington and also in the state legislatures, would be good too.

Many of us would appreciate a listing of equipment manufacturers and their regional representatives since these people often change yearly. Similarly, with services such as consulting, program production, tape to film transfer, etc.

I know I am asking for an educational TV factbook and that it may not all be possible. Let me suggest, then, that all possible headings be listed, and if there is not room for a full list of something, let there at least appear a reference -- directing the reader to the TV factbook or Educational Teleguide or wherever the information is to be found. These references could then be updated and save reproducing a lot of material of value only to a limited number of people each year.

Good luck in getting it all into an issue of the Journal. Perhaps you should print it in microtype and mail a reading glass with each copy.

Cordially,

Rudy Bretz, Vice President Television Systems Planning

RB:h

cc: Miss Betty McKenzie 119 Gregory Hall Urbana, Illinois 61803

> Mr. Frank Schooley University of Illinois Urbana, Illinois

Mr. Hugh V. Cordier, Head
Department of Radio/TV
College of Journalism and Communications
University of Illinois
Urbana, Illinois 61803

Dear Hugh:

I see no objections to three from any one institution, if such serves a purpose. One suggestion, if Colby is to be editor, indicate he is ex-officio member by virture of office. That would tend to take a little sting out.

Of suggested names, I know best Harry Skornia and Ben Press, if any new names to be added. I would not add Hartford Gunn at this time. I don't know Ted Conant well enough at this time, and I can't place Dave Bell.

Sincerely,

Frank E. Schooley, Director of Broadcasting WILL

FES:mll

March 26, 1964

Professor Frank Schooley Director of Broadcasting 227 Gregory Hall

Dear Frank:

Bill Harley has written requesting that we suggest three replacements, either reappointments or new people, for the NAEB Publications Committee. As you may recall, Walter Emery, Patrick Hazard and Howard Martin are to rotate off of the committee. I have discussed this matter with Betty McKenzie. We feel that since Walter Emery has offered to help with any legal problems, and since he is the retiring editor, he might well be asked to remain. However, if you agree that it would be well for Colby Lewis, our new editor, to be on the committee too, that would be three Michigan Staters. This doesn't bother Betty or me particularly, but it might someone else.

Other possibilities we have thought of are Harry Skornia, Ted Conant, Dave Bell, Hartford Gunn, and Len Press.

Would you please react to these suggestions, adding any other possibilities that would strengthen the composition of the committee.

Cordially yours,

H. V. Cordier, Head Department of Radio/TV

C/rjg

To: Publications Committee
Hugh Cordier
Rudy Bretz
Walter Emery
Patrick Hazard
Presley Holmes
Philip Lewis
Philip McTaggart
Howard Martin
Frank Schooley
Arthur Weld

From: Betty McKenzie

Date: April 8, 1964

In mid-February, when the new NAEB Journal editor, Dr. Colby Lewis, met with your committee chairman and I to talk about the Journal, we discussed, among other things, the availability of a series of articles on "personalities" in the field of educational broadcasting and also articles of a historical nature. These have both been suggested from time to time by various readers as areas of interest for the Journal.

We would like your help in several ways:

- Names of such "personalities" who would be good topics for articlesand also suggestions for authors.
- 2. Your thoughts (pro or con) on such a series, with attention to some of the following, raised by Colby: Are we saluting our senior citizens at a time when they are safely beyond the unfocused struggle of everyday operations? Or are we singling out those who are still in there fighting? How "colorful" must they be? Do we need to approve or disapprove their efforts? Do we try to "explain" these people? Do we simply designate someons close and presumably respectful and sympathetic to write them up? Or do we collect the opinions of several persons who have interacted with them and put these opinions together at the rewrite desk?
- Suggestions of important milestones in the development of educational broadcasting that might make good "historical" articles-with suggestions of surviving participants who might write about the evolvement of such milestones.

We would appreciate your help.

Thanks.

(Mrs.) Betty McKenzie
Publications Editor

MEMO

To: Members of NAEB Publications Committee

From: Betty McKenzie

Re: Committee meeting at 40th NAEB convention in Austin

The committee met on Monday evening, October 26, at the Driskill Hotel. Present were Rudy Bretz, Presley Holmes, Wayne Bundy, and Ron Stewart (representing Len Press) from the committee; Dr. Patricia Grinager from the University of California Medical Center, Stanford, observing; and Betty McKenzie. In the absence of Chairman Cordier, Rudy Bretz chaired the session.

- 1. Cover design for NAEB Journal. Those present discussed the present design and looked at several sketches submitted by various persons. Consensus was that the present design should be changed, but not to any of the submitted designs. It was suggested that we have a contest, inviting sketches from the membership, the winner to be decided by the committee, and the winner to receive a token of some sort--perhaps a year's membership in the NAEB. This will be done, with the announcement appearing probably in the Nov-Dec Journal, and also in the Dec Newsletter.
- 2. NAEB Newsletter. Consensus of the group was that the Newsletter is fine as is, is easy to read, and does the job it is intended to do; as individuals those present said they read it when it arrives, often acting upon suggestions there—by sending for publications mentioned etc. The group definitely felt that the format of the Newsletter is preferable to that of the Washington Report.
- 3. <u>Journal</u> columns. Consensus of the group here was that the columns should be continued and expanded—that there is no other place in any other journal for the kind of information presented in the columns, and that this is where such information belongs. Specifically:
 - a. Production Forum--O.K. Those present look at this column especially, and feel it does a good job. If the column didn't exist, it would have to be invented.
 - b. Program Reviews--Good idea. Would like a little more serious tone than the "cuteness" of the first one.
 - c. Teaching...by Television--O.K. Keep it and suggest writing to station managers perhaps to get more of these - and perhaps also to get articles written by <u>classroom</u> teachers as well as studio teachers.

After this meeting, at the convention, suggestions were made for two other columns, which we hope to present soon:

Creative Utilization - to be edited by Gale Adkins. This would incorporate classroom utilization and would cover classroom teacher ideas, and also utilization of broadcasts by adults.

Engineering - Ron Stewart said the engineers discussed at their meeting the idea of a whole issue once a year devoted to engineering and new technical problems and solutions. He said they were concerned that there was no place now to which they felt they could turn for the latest information, and that the field is progressing so rapidly they can't keep up. Perhaps we will be able to establish a column for engineers. If anyone has suggestions as to who might edit such a column, please let me know.

COLLEGE OF COMMUNICATION ARTS . DIVISION OF MASS COMMUNICATIONS . DEPARTMENT OF TELEVISION AND RADIO

Publications Committee Journal Study

STANDARDS FOR EVALUATION

- TYPE A These articles should reflect work done in the highest scholarly tradition. Primarily, they ought to deal with recent research, new facts and ideas that can be related to the interests of all members of the NAEB rather than to groups with special needs or desires. Occasionally this publication should include an article which, although not the result of significant recent research, nevertheless presents basic ideas in a creatively new, dynamic; and challenging menner. I am thinking particularly of an article like Colby Lewis's classic, "Force in Camerawork." Included also in this publication would be papers dealing with the rapidly expanding world of International Broadcasting. Perhaps the significant test of an article appearing in this publication would be its acceptance as a "primary source" in later research, its use in the classroom and society as well.
- TYPE B A publication like the NAEB Newsletter should contain, in addition to articles and notes now present, the following types of information:

1. Current developments in Educational Television on a National scope; for example, Newton Minow's address to the NAEB Convention.

2. Notes on the current activities and reorganization plans of the NAEB itself. Thus any internal developments will be reported in this monthly communications source. 3. Brief descriptions of new products recently

introduced to the growing Educational Television

market.

TYPE C - I agree with those who advocate a new "how-to-do-it" magazine devoted exclusively to the many reports on current techniques in televised instruction and the newly-found uses of broadcasting. Articles should be both descriptive and didactic in nature, containing the perrennial audience analyses, testimonials, words of wisdom, and exhortations to greatness.

(1) 01

REPORT

Publications Committee National Association of Educational Broadcasters

Members present: Rudy Bretz, Hugh Cordier, Walter Emery, Presley Holmes,

Betty McKenzie, and Arthur Weld.

Members absent: Patrick Hazard, Philip Lewis, P. R. MacTaggart,

Howard Martin, and Frank Schooley.

The NAEB Publications Committee convened in Milwaukee, Wisconsin, November 20, 1963, to consider problems relating to the selection of a new Journal editor; the implementation of a survey to determine the number of colleges and universities grenting "publication" credit to faculty for air work; a proposal to use the January-February issue of the Journal as a yearbook; a proposal to increase the subscription price of the Journal from \$4.00 to \$6.00 a year; "special-interest" newsletters; and a policy for publications responsibility.

1) The Committee regretfully accepted the resignation of Dr. Walter B. Emery as Editor. Dr. Emery will be on sabbatical leave from Michigan State University during the academic year 1964-65 and it appears that a large portion of this leave will be spent outside the country.

In discussing possible replacements, the Committee selected and approved a list of three candidates. President William G. Harley will contact the potential candidates.

- 2) The Committee unanimously approved a motion that, in the future, the membership of the Publications Committee should reflect the various interest groups (TV station division, radio station division, etc.) within the re-organized Association.
- 3) Dr. Presley Holmes' proposal for a survey to determine the number of colleges and universities that grant "publication" credit to faculty for air work was approved.

Implementation of the proposal follows: Holmes will prepare the questionmaire, (see attached) it will be printed rather than dittoed or mimeographed, and Cordier will distribute to the one hundred largest institutions with radio, television, closed-circuit, or instruction film programs. The questionnaire will be distributed through the membership at each institution and returned to Cordier for tabulating.

Other professional education groups (i.e., NEA, DAVI, SAA, AAUP, and the APPE) interested in this problem will be informed of the study.

The Committee also expressed the hope that the NAEB Board of Directors will take official action on the final report, thereby developing a national policy.

h) While strongly endorsing the Yearbook concept, the Committee unanimously rejected the proposal to use the January-February issue of the NAEB Journal for that purpose.

With the diversification of interests and the tremendous growth in total membership, the current six issues may soon be inadequate.

The Committee recommended that the proposed Yearbook be financed by (a) the budgets from miscellaneous NAEB annual publications and (b) income from advertising in the Yearbook.

- 5) The Committee unanimously approved a motion to increase the subscription rate from \$4.00 to \$6.00 a year.
- 6) The Committee approved the publication of the Inschool Broadcaster newsletter by the Radio Network School Committee.

Following publication of Vol. I, No. 1, October, 1963, James Fellows stated:

....it has suddenly occurred to me that with all good intentions, the Radio Network School Committee may be undertaking a project which should have cleared with the Publications Committee, or certainly with you as overall Publications Editor. The Newsletter itself, which we would like to have as an occasional publication developed by the Radio Network School Committee, explains the function that we have in mind and the method for getting information.

I would kind of like to have your reaction before we pursue this any further, and I am sorry that I didn't think to check with you on this sconer.

Reacting favorably to Fellows' inquiry, the Publications Committee, however, recommended that original copies of each issue of the Inschool Broadcaster (or any other special interest newsletter) be forwarded to the Publications Editor.

- 7) The Committee unanimously approved the following statement of the division of publications responsibility:
 - a) Broad general policy (what publications there should be, how often each should appear, budgetary limitations, advertising policy, staff appointments, other considerations regarding the place of publications in the over-all NAEB picture).
 - Should be decided by Beard or Officers, on advice of Publications Committee and staff.
 - b) Execution of general policy (which should be clearly defined and to include long-term plans, general content, general format, general tone of each individual publication).

Should be responsibility of the editor-in-chief of each publication. He may delegate the responsibility to other editors if he sees fit. He can also seek help from the Publications Committee.

c) Production of each issue (balancing content, format, typography, choice of illustrations, correspondence with authors, editing individual articles, writing heads and captions and perhaps other explanatory matter, printer relationships).

Should be responsibility of the managing editor.

H. V. Cordier, Chairman NAEB Publications Committee

Draft, NAEB Study on "Publication" credit for Use of the New Media

With the growing utilization of new media in education the traditional concept of "publication" credit seems to be undergoing re-evaluation. The NAEB hopes to determine the present scope of this trend, and requests your assistance by completing the following two questions.

cam	pleting the following two question	ns.	
1.	Does your institution have a pol credit for faculty members?	icy on '	publication"
	Yes No		
	If "yes," would you please enclo	se a cop	py, or make a
	brief summary here.		
			he use of modic
2.	Does your institution give cred	t for t	ne use or media
	other than print?		
	Musical performances:	yes	no
	Sculpture:	yes	no
	Painting:	yes	no
	Stage:	yes	no
	Commercial radio, Live:	yes	no
	Recorded:	yes	no

Educational radio.			
Live:	yos	no	
Recorded:	los ************************************	7:0	
Commercial television,			
Iâve:	yes	no	
Recorded:	yes	no	
Educational television,			
Iive:	yes	no	
Recorded:	yes	no	
Motion picture film:	yes	no	
Audio tapes:	yes	no	
Other (specify)			
	Aes	no	
	yes	no	
endpartered pro-month and market production of the control of the	yes	no	

Remarks:

Check here if you wish a copy of the results of this study.

Thank you for your cooperation.

MAEB Publications Committee

ELIZABETH A. MOKENZIE (Mrs. L. J.)

502 North Lincoln Avenue, Urbana, Illinois

Telephone EMpire 7-1014

Age 35, married, no children

Business Experience:

- 8/46 6/48

 Associate Editor, Ayrograms, monthly suplayee publication,
 L. S. Ayres & Co., Indianapolis, Indiana.
 - Duties: Write copy for 24-52 page issues. Write copy for appeal brochures in relation to 75th anniversary of store. Assist in planning layouts and pictures.
- 7/48 7/49 Editorial Assistant, Public Relations Legartment, Minnesota Mining & Mfg. Co., St. Paul, Minnesota.

 Duties: Organize, write an distribute policy and procedure manuals. Assist in writing and editing institutional ads.

 Assist in writing and editing speeches.
- 7/49 7/50 Investment Section, Ferm Bureau Incurance Co., Golumbus, Onio.

 Duties: Primarily booksee,ing. Wrote a manual for training purposes after several months there.
- 7/50 12/50 Mational Life Underwriters, Dalles, Texas.

 Duties: Keep broks and help write aderising.
- 1/55 1/55 Kalmbach Publishing Company, ...ilwaulee, disconsin.

 Duties: Handle correspondence and assist in congreading and proofreading for Trains majazine. Edit verious other small booklets.
- 1/57 10/58 Office of Editorial and Communications ervices, University of Misconsin, Madison, Misconsin.

 Duties: (You have complete job description for this.)
- Education: B. S. degree, Indiana University, June, 1 46. Field of specialization Business-Journalism.
- Reason for leaving above jobs: To go with husband to enother location for internship and residency training, into U.S. Army, and to begin medical practice.

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TO: Publications Committee members

FROM: Betty McKenzie

Attached is a copy of the questionnaire which was distributed at the convention, with tabulated results. Only 18 questionnaires were filled out and returned.

I have or am going ahead now with soliciting articles from suggested sources. Any suggestions any of you have for authors for specific articles along the lines named (or any other), please let me know.

In spite of several comments in the questionnaires about extremely short news items in Newsletter not being worthwhile, quite a few people have told me personally that they like it this way: so I'm inclined to leave it alone for a while.

Future plans for the Journal look like this at the moment:

Jan.-Feb. issue - Convention (coming out in February, because of my working on Washington Conference book; am trying to move the next one ahead a little; and thereby hope to get them coming out in the first month of the two.)

March-April - Have been promised articles by Magnuson (wrote Oren Harris for an article giving his side of it, but haven't heard from him; so it doesn't seem likely), Walter Emery on problems of regulation of broadcasting, and Ivey on the Learning Resources Institute.

Have on hand now articles on speech teaching via tv, the 1959 Humanities Seminar, one on new techniques for etv, a speech by Yoakam from Indiana University on editorializing by broadcasters.

Also a PR story of a station, KNIE-TV, Albuquerque, that went all-out. and one on the Texas CCTV plans -- these may or may not arrive in time.

May-June - I hope to get som radio articles, May being Radio Month, as declared by somebody or other. Good radio articles being hard to get, the other part of the book will probably be devoted to Mashington Conference speeches.

On hand I have a speech by Worth Kramer, from 'IJ', Detroit; one by Marquerite Fleming on the use of radio programs at the School for the Blind.

Promised are articles by Bornard Jacobs (or someone on his staff) on WFMT, Chicago, and Frank Woolsey, on the use of two-way radio conferences at Albany Medical College.

I've contacted several others, but haven't heard from them yet.

July-August - Plan an "international" issue.

Have on hand an article, "Teaching by Television in Italy." by Dr. Frank Iezzi, now at Hofstra College; two by F.B. Rainsberry, CBC; and permission to reprint from several publications short articles which may be of interest.

Promises: Harjoric Lundin on Radio Sweden; an article on Netherlands broadcasting; and I hope one on Latin-American broadcasting, with accent on educational; and something from Paulu on British broadcasting.

I've written to Wilbur Schramm re the UNESCO mass communications meeting in Bangkok; a gentleman who recently returned to this country from Venezuela where he was active in the TV industry; the producer for All-India Radio, who is planning an Indian version of "Sunrise Semester"; the director of the international broadcasting dept; of the Japan Broadcasting Corporation, for an article on etv after one year (The 1st anniversery was in January sometime); the director of E.B.U.; and the director, radio, of the Pepublic of Korea. So far I haven't heard from any of these.

Some other articles I have promises for are:

(I won't list all the people I've written to but haven't yet gotten nibbles.)

1. Dr. C. Walter Stone on summary of accomplishments under Title VII.

2. Art Hungerford on AMTA's demise.

- 3. Representative William Avery on his recent bill on etv.
- 4. Dage TV on their mobile modular system illustrating how it would be useful for etv applications. (I've written the other Industrial Associates, but have no definite promises yet.
- 5. Leo Geier on Johns Hopkins Television, celebrating its 12th anniversary now. 6. Dr. Albury Castell, Chairman, Dept. of Philosophy, University of Oregon.

7. Dr. Edgar Dale.

- 8. Gilbert Seldes.
- 9. Don Buell, Michigan State University, on the theme, "TV has not destroyed the theater."
- 10. Marlowe Froke, Journalism Dept., University of Pennsylvania.

and quite a few others.

I would appreciate any comments, additions, deletions, etc., you would recommend. I'm taking all this space to list everything, because I want you to know generally

how I'm trying to guide the thing, and any suggestions you might have are more than welcome. Up until the March-April issue, lack of time has determined my choices and planning. With that issue, for the first time, I feel a possibility of achieving some editorial balance.

One idea I have which I need help on is to have a series of very short statements by teachers. It seems to me everything is always written from the producer's standpoint. What about something from the viewpoint of the poor teacher who has been transferred from the classroom to the studio?

Anyway, I have two short articles by teachers who think TV teaching is the greatest. I'm trying to get two other kinds: one teacher who had problems with the director, and then, after an ironing out process they became a good working team. (I know such a case and am trying to get the article.) Also a teacher who does not like teaching via TV. (I also know one of those, but he won't do the article, I don't believe.) Do sny of you know of sources for either of those?

Skornia (Froke, Edgar Dale, Castell) and Hill (Magnuson vs. Oren Harris, Lundin, Stone and Title VII) have been good sources of leads, and Gortrude Broderick has sent several suggestions, as well as actual articles -- the one by Carl Ruble on new techniques for etv, and Dr. Tezzi's article on Italian etv, for example.

My thanks to all for your help,

Betty Mck.

1 1 TYPES OF ARTICLES LISTED FOR THE JOURNAL: 1. More articles on non-school oriented broadcast activities. 2. More articles about radio--reports on programming with depth. 3. Reviews of shows (new ones). h. Reviews that comment on the ability and imagination of the producers and the intelligence and communication ability of the performers; should consider our programs as related to their network counter-parts. 5. More information on film and radio. TV is not a cure-all. 6. Articles along the line of more accurate analysis of what makes a program 7. Ideas of how controversial ideas might best be presented to listeners. 8. Those which give readers an indication of the trends in programming and uses. 9. Those which indicate financing of educational stations. 10. How-to-do-it articles on programs, outlined as to title; day, time, and station; audience; purpose; topics; format; participants; organization; production; and costs. 11. More original articles, rather than printing speeches. 12. News and articles to keep members abreast of what's developing on all fronts: creative technical, national, and international. 13. New ideas in production and programming as well as production technique in radio and TV. TOPICS SUGGESTED FOR SPECIFIC ARTICLES: 1. International programming. 2. Articles on film, public service programing, any area of radio-TV by the most highly informed writers available Example: show John Crosby a series of ETV shows and ask for comment that is not necessarily kind. 3. Interview a viewer who used to listen or watch-and find out why he stopped. 4. Interesting and sometimes controversial ideas about educational broadcasting -- from writers like Lee Pogostin, producers and directors of network programs:

Edward Murrow, Walter Cronbite's crew and other public affairs men.

5. How-to-do-it on organization structure (TV and radio departments) - H. B. McCarty

Armand Hunter, John Schwarzwalder, Hartford Gunn, Marguerite Fleming.

6. After Experimentation-What? An emerging pattern for in-school TV instruction in America.

7. The plan for ETV networks-state, regional, national.

8. ETV in foreign countries.

9. Community service TV programming - by Wendell W. Williams (who did such an article for Adult Education in summer 1955.

10. An analysis of the local public service programming of solected TV stations referred to in footnote of no. 9 article by Williams.

11. Ned Rosenheim's Detroit speech.

OTHER COMMENTS

"I believe that lengthy editorial columns would be more appropriate in the Journal." (rather than the Newsletter)

2. More in NL on regional activities.

3. "I like the Journal."

4. "Though it may mean extra mailings. I would prefer to have the Fact Sheets sent out separately—or included as a bound supplement. I like printed format as now, and the color."

5. "Please lessen the overbearingly kind articles and comment about TV: it's not

that good! No thing is."

6. "On the whole, the Newsletter is splendid."

7. "The tone of the publication is pallid. It tends to gloss over our shortcomings and give the reader a "goody-goody" picture. Be more honest! There are as many frauds in educational radio and ty as anywhere else."

8. "I would like to suggest that major areas of NAEB membership, including service groups, be perhaps at least touched upon in each issue. I sometimes have the

impression that the emphasis is on the 'academics'."

NEWSLATTER AND JOURNAL QUESTIONNAIMS

Novaletter

What are your wishes regarding emphasis on different types of content?

	Introse	About Right	Detrons
Nave of MACO activities, meetings, etc.	8	9	
Nows of progress, progress ideas, etc.	14	3	
laws of program source materials (music, etc.)	9	7	河
News about personnel at number institutions	2	13	[3]
News of FOO and legislative actions	7		T
Dipasts of general news from other sources	7	7	[3]
Editorial coment (polumes by Executive Director	6	7	नि
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Directory ob mass			
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Articles about research methods and results (not Fact Sheets)		6	. #
"Philosophical" articles			
Book reviews		5	12
Fact Sheets		6	4
Comments One hald agentifically Thou-to-to-	[3]	8	3
Con said "Propositionally "how-to-do-it" pla			

THE PERSON.

Please list types of articles you would like to see in the Journal:

Please list topics for any specific articles you would like, with suggested authors,

CLUB SERVICE

DES ATTACHED.

Mould you prefer that the Journal be more departmentalized? 4 Yes

If so, what departments would you suggest?

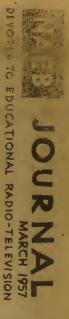
Rodge - TV - New proless - international items.

LOUISING SO, the million.

It has been suggested that profile articles about educational broadcasting "person-

Do you have an article you can contribute? If so, please indicate subject and news:

Crtober 21, 1959-HEH/dp



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BY HARRY L SKORNIA

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REPORT

Publications Committee National Association of Educational Broadcasters

Members present: Rudy Bretz, Hugh Cordier, Walter Emery, Presley Holmes,

Betty McKenzie, and Arthur Weld.

Members absent: Patrick Hazard, Philip Lewis, P. R. MacTaggart,

Howard Martin, and Frank Schooley.

The NAEB Publications Committee convened in Milwaukee, Wisconsin, November 20, 1963, to consider problems relating to the selection of a new Journal editor; the implementation of a survey to determine the number of colleges and universities grenting "publication" credit to faculty for air work; a proposal to use the January-February issue of the Journal as a yearbook; a proposal to increase the subscription price of the Journal from \$4.00 to \$6.00 a year; "special-interest" newsletters; and a policy for publications responsibility.

1) The Committee regretfully accepted the resignation of Dr. Walter B. Emery as Editor. Dr. Emery will be on sabbatical leave from Michigan State University during the academic year 1964-65 and it appears that a large portion of this leave will be spent outside the country.

In discussing possible replacements, the Committee selected and approved a list of three candidates. President William G. Harley will contact the potential candidates.

- 2) The Committee unanimously approved a motion that, in the future, the membership of the Publications Committee should reflect the various interest groups (TV station division, radio station division, etc.) within the re-organised Association.
- 3) Dr. Presley Holmes' proposal for a survey to determine the number of colleges and universities that grant "publication" credit to faculty for air work was approved.

Implementation of the proposal follows: Holmes will prepare the questionnaire, (see attached) it will be printed rather than dittoed or mimeographed, and Cordier will distribute to the one hundred largest institutions with radio, television, closed-circuit, or instruction film programs. The questionnaire will be distributed through the membership at each institution and returned to Cordier for tabulating.

Other professional education groups (i.e., NEA, DAVI, SAA, AAUP, and the APRE) interested in this problem will be informed of the study.

The Committee also expressed the hope that the NAEB Board of Directors will take official action on the final report, thereby developing a national policy.

h) While strongly endorsing the Yearbook concept, the Committee unanimously rejected the proposal to use the January-February issue of the NAEB Journal for that purpose.

With the diversification of interests and the tremendous growth in total membership, the current six issues may soon be inadequate.

14 - 7 8

The Committee recommended that the proposed Yearbook be financed by (a) the budgets from miscellaneous NAEB annual publications and (b) income from advertising in the Yearbook.

- 5) The Committee unanimously approved a motion to increase the subscription rate from \$1,00 to \$6,00 a year.
- 6) The Committee approved the publication of the Inschool Broadcaster newsletter by the Radio Network School Committee.

Following publication of Vol. I, No. 1, October, 1963, James Fellows stated:

the Radio Network School Committee may be undertaking a project which should have cleared with the Publications Committee, or certainly with you as overall Publications Editor. The Newsletter itself, which we would like to have as an occasional publication developed by the Radio Network School Committee, explains the function that we have in mind and the method for getting information.

I would kind of like to have your reaction before we pursue this any further, and I am sorry that I didn't think to check with you on this sooner.

Reacting favorably to Fellows' inquiry, the Publications Committee, however, recommended that original copies of each issue of the Inschool Broadcaster (or any other special interest newsletter) be forwarded to the Publications Editor.

- 7) The Committee unanimously approved the following statement of the division of publications responsibility:
 - a) Broad general policy (what publications there should be, how often each should appear, budgetary limitations, advertising policy, staff appointments, other considerations regarding the place of publications in the over-all NAEB picture).
 - Should be decided by Board or Officers, on advice of Publications Committee and staff.
 - b) Execution of general policy (which should be clearly defined and to include long-term plans, general content, general format, general tone of each individual publication).

Should be responsibility of the editor-in-chief of each publication. He may delegate the responsibility to other editors if he sees fit. He can also seek help from the Publications Committee.

c) Production of each issue (balancing content, format, typography, choice of illustrations, correspondence with authors, editing individual articles, writing heads and captions and perhaps other explanatory matter, printer relationships).

Should be responsibility of the managing editor.

H. V. Cordier, Chairman NAEB Publications Committee

Draft, NAEB Study on "Publication" credit for Use of the New Media

With the growing utilization of new media in education the traditional concept of "publication" credit seems to be undergoing re-evaluation. The NAEB hopes to determine the present scope of this trend, and requests your assistance by completing the following two questions.

pre	sent scope of this trend, and	requests yo	ur assistance b
COM	pleting the following two ques	tions.	
1.	Does your institution have a credit for faculty members?	policy on "	pub lication[®]
	Yes	No	
	If "yes," would you please en	close a cop	y, or make a
	brief summary here.		
	Does your institution give on	edit for th	ne use of media
	other than print?		
	Musical performances:	yes	no
	Sculpture:	yes	no
	Painting:	yes	no
	Stage:	yes	no
	Commercial radio,	ve: yes	no
	Record	ed: yes	no

Educational radio,	yes	no
Recorded:	yes	700
Commercial television,		
Lives	yes	no
Recorded:	yes	no
Educational television,		
Live:	yes	no
Recorded:	yes	no
Motion picture film:	yes	no
Audio tapes:	yes	no
Other (specify)		
	yes	no
	yes	no
-	yes	no

Remarks:

Check here if you wish a copy of the results of this study.

Thank you for your cooperation.

NAEB Publications Committee

Scanned from the National Association of Educational Broadcasters Records at the Wisconsin Historical Society as part of

"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities, University of Wisconsin-Audison Department of Communication Arts, and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from the National Endowment for the Humanities







